

DECEMBER  
7th  
1916

PRICE  
10c

# Leslie's

## CHRISTMAS NUMBER



Copyright, 1916  
By Leslie-Judge Co., New York

1916

"NEUTRALITY"

# MARGARETE MATZENAUER *of the Metropolitan*

"One of the great voices of our age." PITTS SANBORN, New York Globe.  
"The most notable acquisition in years of the Metropolitan Opera Company."  
H. E. KREHBIEL, New York Tribune. "One of the most majestic figures  
ever seen on the operatic stage." H. T. FINCK, New York Evening Post.



*This photograph was taken while the great Matzenauer was singing in direct comparison with Edison's Re-Creation of her voice—thus proving that one is indistinguishable from the other*

## *The* NEW EDISON

is positively the only sound-reproducing device which has successfully sustained in public the acid test of direct comparison with living artists. Talking machine manufacturers may use fine phrases in describing their machines, but there is none who will claim that his talking machine cannot be distinguished from the living artists. To the best of our knowledge

*Ask us for the booklet, "What the Critics Say."*

and belief no talking machine manufacturer has ever attempted such a comparison in public. Mr. Edison's new invention is not a talking machine. The New Edison has been submitted to direct comparison with living artists before more than 300,000 music lovers and the results are chronicled in nearly 300 of America's leading newspapers.

THOMAS A. EDISON, Inc.

Dept. 2419, Orange, N. J.

December 7, 1916

619

# LESLIE'S

ILLUSTRATED WEEKLY NEWSPAPER

The Oldest Illustrated Weekly Newspaper in the United States  
Established December 15, 1835

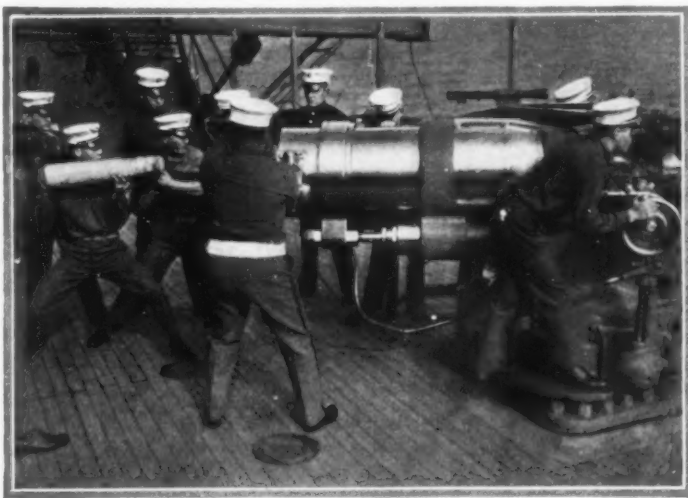
EDITED BY JOHN A. SLEICHER

"In God We Trust"

CXXIII

THURSDAY, DECEMBER 7, 1916

No. 3196



### FAST WORK BY NEW YORK GUN CREW

The American Defense Society offered a silver cup to the crew of the battleship making the best score in short-range battle target practice, and Hon. David Jayne Hill presented the trophy to the U. S. New York on November 10th. The photograph shows one of the crews that helped to win the trophy for the New York at work on a five-inch gun. So rapidly do the men move at target practice that the shutter of the camera had to be set for 1-1100 of a second to stop the action—that is to get a sharp picture of them.

### THE PRIZE WINNERS FOR OCTOBER

The editors have selected as the best pictures published in *Leslie's* during the month of October, and submitted under the rules of the prize contest, the following:

**FIRST PRIZE, \$25**—P. E. Berlin, "Cars Torn from Trucks," Page 456, issue of October 26.

**SECOND PRIZE \$15**—J. S. Banford, "Steel Cars Save Many in Mysterious Wreck," Page 433, issue of October 19.

**THIRD PRIZE, \$10**—M. R. Chessman, "World's Champion Broncho Buster," Page 431, issue of October 19.

*LESLIE'S* wants news photographs and will pay good prices for them. The three prizes awarded each month are additional to the regular payment. News photographs must be sent immediately after they are made and must be accompanied by full information for captions. Keep your camera ready for the big news of your district.

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**SUBSCRIPTION OFFICES:** Main office—Brunswick Building, 225 Fifth Avenue, NEW YORK. European Agent: Wm. Dawson & Sons, Ltd., Cannon House, Breams Bldg., London, E. C., England. Annual cash subscription price \$5.00.

Persons representing themselves as connected with *LESLIE'S* should always be asked to produce credentials.

**CHANGE IN ADDRESS:** Subscriber's old address as well as the new must be sent in with request for change. Also give the numbers appearing on the right hand side of the address on the wrapper.

It takes from ten days to two weeks to make a change.

Address all Correspondence to the Leslie-Judge Co., 225 Fifth Ave., New York, N. Y.

**EDITORIAL OFFICES:** Main office—225 Fifth Avenue, New York. Washington representative—28 Post Building, Washington, D. C.

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## Higher Mileage

from both oil and gasoline follows lubricating efficiency

**T**HE careful motorist to-day wants high mileage from his lubricating oil. For high mileage is significant in many ways.

Higher mileage from an oil means more work, less waste.

Higher mileage results from a more complete piston-ring seal. That means practically eliminating oil working into the combustion chambers. It means cutting down the gasoline waste past the piston rings. It means sealing in the power, which then acts with full force on the pistons.

And a higher mileage oil must naturally be one which withstands the intense working-heat in the cylinders.

The high mileage from Gargoyle Mobiloils is causing a marked reduction in many annual oil bills. But, much more important, it points plainly to greater lubricating efficiency.

A Massachusetts garage man writes us: "Some motorists say Gargoyle Mobiloils go  $\frac{1}{2}$  to  $\frac{3}{4}$  further. In our seven livery cars we get 20 to 25 miles more per quart than with anything else on the job."

A prominent manufacturer of motor trucks and tractors found that Gargoyle Mobiloils cut gasoline consumption 28% when compared with one oil and 41% when compared with another.

We constantly hear of such experiences.

Frequently two friends own the same make and model of car.

Both are satisfied with gas and oil mileage until they compare results. Then comes a surprise to one of them.

We recommend that you compare results on your own car, as follows:

### An Economical Demonstration

It will probably cost you less than \$1.00 to fill your reservoir with the grade of Gargoyle Mobiloils specified for your car. The garage or dealer you trade with has it, or can promptly secure it for you.

Ask him to empty your reservoir of its present oil and fill it with the correct grade of Gargoyle Mobiloils. You can then judge for yourself the results in gasoline economy and reduced oil consumption, to say nothing of reduced carbon deposit. If your car is not listed in the partial chart to the right, a copy of our "Correct Lubrication" booklet containing the complete Chart will be sent you on request.



## Mobil oils

A grade for each type of motor

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

**VACUUM OIL COMPANY**  
Rochester, N. Y., U. S. A.

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

### Domestic Branches:

Detroit Chicago Minneapolis  
Boston Philadelphia Pittsburgh  
New York Indianapolis Kansas City, Kan.

### Correct Automobile Lubrication

**Explanation:**—The four grades of Gargoyle Mobiloils, for gasoline motor lubrication, purified to remove free carbon, are:

Gargoyle Mobiloil "A"

Gargoyle Mobiloil "B"

Gargoyle Mobiloil "C"

Gargoyle Mobiloil "Arctic"

In the Chart below, the letter opposite the car indicates the grade of Gargoyle Mobiloil that should be used. For example, "A" means Gargoyle Mobiloil "A," "Arctic" means Gargoyle Mobiloil "Arctic," etc. The recommendations cover all models of both pleasure and commercial vehicles unless otherwise noted.

MODEL OF	1916	1915	1914	1913	1912
CARS	Summer	Winter	Summer	Winter	Summer
Albion	.....	.....	.....	.....	.....
Apperson (8 cyl.)	Arc	Arc	Arc	Arc	Arc
Apperson	A	A	A	A	A
Auburn (4 cyl.)	A	A	A	A	A
Auburn (6 cyl.)	A	A	A	A	A
Auburn	A	Arc	Arc	A	Arc
Avery (Mod. 5800)	Arc	Arc	Arc	Arc	Arc
Birney	A	A	A	A	A
Bulck	A	A	A	A	A
Cadillac (8 cyl.)	A	A	A	A	A
Cadillac	A	A	A	A	A
Case	A	A	A	A	A
Chalmers (Mod. 6-30)	A	Arc	A	A	Arc
Chandler	A	A	A	A	A
Chrysler	B	B	B	B	B
Chevrolet	Arc	Arc	Arc	Arc	Arc
Chevrolet	Arc	Arc	Arc	Arc	Arc
Chevrolet (8 cyl.)	Arc	Arc	Arc	Arc	Arc
Cummingham	A	A	A	A	A
Delaney-Bellville	A	B	A	B	A
Delaney	Arc	Arc	A	B	A
Dodge (8 cyl.)	A	E	E	A	Arc
Dodge	A	Arc	E	A	Arc
Federal	Arc	Arc	A	A	Arc
Ford	B	A	B	A	Arc
Ford	A	B	A	B	A
Franklin	A	A	A	A	A
Franklin	A	A	A	A	A
Hart	A	A	A	A	A
Hudson (12 cyl.)	A	A	A	A	A
Hudson	A	Arc	Arc	A	Arc
Hudson (Super Six)	A	Arc	Arc	A	Arc
Hornbush	A	Arc	A	Arc	Arc
H. C. C. (water, 2500)	A	A	A	A	A
H. C. C. (water, 4000)	A	A	A	A	A
Jackson (8 cyl.)	A	A	Arc	A	Arc
Jeffery	A	A	A	A	A
Jeffery (Chryslerfield)	A	A	A	A	A
Jeffery	A	Arc	Arc	Arc	Arc
Keary	E	E	E	A	A
Keary	A	Arc	Arc	Arc	Arc
Kimberly	A	A	A	A	A
Kimberly (8 cyl.)	A	A	A	A	A
Kimberly	A	A	A	A	A
Kimberly (Mod. 48)	A	A	A	A	A
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Kimberly	A	A	A		



# A Scotchman Started It

**O**N a dull, rainy day in Glasgow, many years ago, a Scotchman wearing an odd-looking cloak sauntered along in the drizzle.

His good neighbors wondered what he could be about. Doubtless they thought him daft. Little did they know how much he was to add to the future comfort of the world. For this was the first practical test of Charles Macintosh's discovery that rubber could be fabricated.

Rainproof coats came into favor very slowly. Rubber was expensive, the wearing qualities of the rubberized fabrics of that day were poor, and the styles were hideous. The old caped "macintosh" soon grew brittle and leaked.

What an improvement today!

The United States Rubber Company makes weather coats of standard, well proved, durable materials, tailored to satisfy every taste. Among them are weather coats for all people and all services—from the light-weight garments that modish women wear to the heavy storm coats used for hard work—or play.



The making of thousands and thousands of weather coats is a great business by itself. But it is only one of the many activities of the United States Rubber Company, the largest rubber manufacturer in the world.

Included in the output of its 47 factories are also all styles of rubber footwear, canvas rubber-soled shoes, tires for automobiles, motor trucks and all other vehicles, druggists' rubber goods, insulated wire, soles and heels, belting, hose, packing, mechanical and moulded rubber goods of every description.

To furnish this vast output the United States Rubber Company has built up an immense organization, based on a foundation laid 74 years ago. Some of its units are especially skilled and equipped for the production of one kind of rubber goods, some for another. But every unit in the United States Rubber System is guided and dominated by this fundamental policy: **the standard of quality must be maintained.**



## United States Rubber Company



# EDITORIAL

LET THE THINKING PEOPLE RULE!

## FREEDOM AGAIN!

**T**HE American Constitution distinctly provided for the freedom of the individual.

It made him a free man to do as best he could in following an honest pursuit, in using all the faculties with which he was endowed, to make for himself fame, or to accumulate property.

It had no thought of crippling his abilities, or limiting his resources, or taxing him unduly if he achieved prodigious success. Nothing was said as to what he should do with his brains, his hands or his money. He could work where and for whom he pleased and fix his wage according to his ability.

He was left to run his own business in his own way, to invest his capital, to engage his employees, to agree with them as to their wages and hours of service.

In these days the lawmaking power is being exercised to throttle the freedom of the individual, to handicap his efforts, tax his success, take his business out of his own hands, have the Government conduct it, and to tell him what hours his employees are to work and what wages they are to receive.

If such restrictions had been imposed when the federation of American States was organized, a crippled union would have arisen under which the government would have broken down and fallen back into the hands of Great Britain.

The growth and prosperity of this country came while the freedom of the individual was guaranteed, while he was protected in his rights, while a premium was put on his endeavor.

It came when unsettled sections were offering attractive bonuses to the builders of railroads and to mills and factories and when the captain of industry was welcomed and not exiled.

The Attorney-General of the United States reports that there are pending in the federal courts 36 proceedings to break down, under the anti-trust laws, established industries or associations accused of being combinations in violation of the law. These include the Wholesale Jewelers' Association, the American Telephone, the Eastman Kodak, the Quaker Oats and the anthracite coal companies, the Corn Products Company, the American Can Company, and the Reading, Southern Pacific, and New Haven railroads.

The charge is not made against any of these that they have increased the cost of living. On the contrary, they have all served to reduce the cost of living, and in one instance, that of the Corn Products, the Government accuses the company of having unduly reduced the cost of its commodities, astonishing as that statement may appear.

The time is ripe for a genuine revival of freedom for the individual and for a new appreciation of the captains of industry, finance and the railroads, such as all other great nations are hastening to bestow.

## THE BUSY "BUSTERS"

**T**HE 50,000 United Mine Workers of Ohio demand of President Wilson an investigation of the high cost of living. By all means find out why cotton is 20 cents a pound, flour \$10 a barrel, potatoes 40 cents a bag, eggs 75 cents a dozen, cheese 35 cents a pound, and wheat \$2 a bushel.

We have just "busted" a potato trust in Maine. Now let us bust all the wheat, grain, egg, cheese and cotton trusts—if there are any. If the result is like that which followed the destruction of the other trusts, all the commodities mentioned will be higher than ever when the job is finished.

Here is a fine opportunity for an educational campaign to prove that the law of supply and demand still prevails in spite of the scareheads in the yellow press against our captains of industry and the silly sophistries of mouthy orators on street corners, in some pulpits and in most of our legislative halls.

This is the time for a little sober study of the situation. Take the single item of flour, for instance: What nonsense to talk about "a flour trust," or "a wheat trust." The

## A SQUARE DEAL

BY THEODORE ROOSEVELT

**W**E must recognize, as modern Germany has recognized, that it is folly either to try to cripple business by making it ineffective or to fail to insist that the wageworker and consumer must be given their full share of the prosperity that comes from the successful application and use of modern industrial instrumentalities. Both capitalists and wage-workers must understand that the performance of duties and the enjoyment of rights go hand in hand. Any shirking of obligation toward the nation, and toward the people that make up the nation, deprives the offenders of all moral right to the enjoyment of privileges of any kind. This applies alike to corporations and to labor unions, to rich men and poor men, to big men and little men.

simple fact faces us that our wheat production is only half this year of what it was a year ago and that the crop is inferior, that Canada has only a half crop and that all the world is demanding wheat when the world's crop is light.

President Wilson urges the farmers to raise bigger crops and charges the middlemen with extortion. His advice to the farmers is excellent and specially appropriate to the South, whose agricultural resources are far from being developed. But do not blame the groceryman, the fruit dealer, the flour merchant or the dealer in produce for existing high prices. The middleman is not at fault. The whole world is suffering from a short supply of food.

It is not a local question. It is an international one and it has aroused the apprehension of the most thoughtful men in the world.

## PUTTING A CRIMP IN BUSINESS

**T**HE statement that for twenty years the Government, both State and Federal, has been trying "to put a crimp in the industries of this country," made by Secretary John M. Glenn of the Illinois Manufacturers' Association in a paper on "National Problems" read before the annual meeting of secretaries of state associations of manufacturers, has attracted wide attention. It emphasized the fact that, while industrial leaders in European countries have enjoyed the cooperation of their governments in enlarging plants and extending trade, the American business man has made progress in the face of adverse legislation and government anti-trust suits.

Mr. Glenn attributes the handicaps under which the American business man labors to the lawyer politicians, and proposes to do away with the lawmaking craze by making lawyers "ineligible to participate in the deliberations of a legislative body." While much that Mr. Glenn says about the meddling of the lawyer politician with business is true, all the meddling has not been due to lawyers. A better plan is to let the people know the men and the parties who stand against business progress, and then trust to the voters to rebuke them at the polls. One of the greatest industries of Monroe County, New York, was attacked under the anti-trust law. The employees of this large concern and thousands of other employees and business men rebuked this action by rolling up a decisive majority against the administration that had attacked one of its best industries. This is the way to do it, not to throw the lawyers out of all legislatures.

## LET THE PEOPLE RULE

**T**HE trouble in Mexico continues.

An Indianapolis high school has erected a tablet to honor a janitor who has served it 25 years.

Of Philadelphia's 600 charitable institutions, only 48 were indorsed by the Chamber of Commerce investigators.

Among the students of the University of Texas is a young man who walked 150 miles, arriving at the University with only \$8.

An old man of Lexington, Ky., whose life-long pride had been his luxuriant whiskers, sold them for \$2 when he was told that a true follower of Wilson should not wear Hughes whiskers.

A drunken man who trampled on a Wilson banner in

New York after snatching it from a parader was sent to the workhouse for three months. Another drunken man who insulted a shop girl on Fifth Avenue was fined \$1.

The charwoman at the American consulate in London boiled the color out of Old Glory and was about to starch and iron it when George Washington, the negro messenger, assured her that the American flag was one that didn't need to have any starch put into it.

Nineteen years ago a Jewish immigrant received much-needed aid from a Hebrew Society in New York, and made a vow that, if successful, he would repay the kindness. He is now a wealthy fur dealer and recently invited 1,000 of New York City's poor to dine at his expense.

Forty-nine bundles of shingles, weighing over forty pounds each, were mailed by parcel post from Spokane, Wash., to Spring Camp, Idaho, 225 miles. The government received 47 cents postage for each bundle but it must haul the shingles forty miles from the nearest post office to Spring Camp and will lose money on every bundle.

Let all the people rule!

## THE PLAIN TRUTH

**P**RESIDENT! "The President elected is the President not only for those who supported him but for every patriotic and devoted American; and good luck to him and wisdom commensurate with the mighty task before him in the next four years!" In this at once sportsmanlike and patriotic sentiment of the esteemed New York Sun we heartily concur.

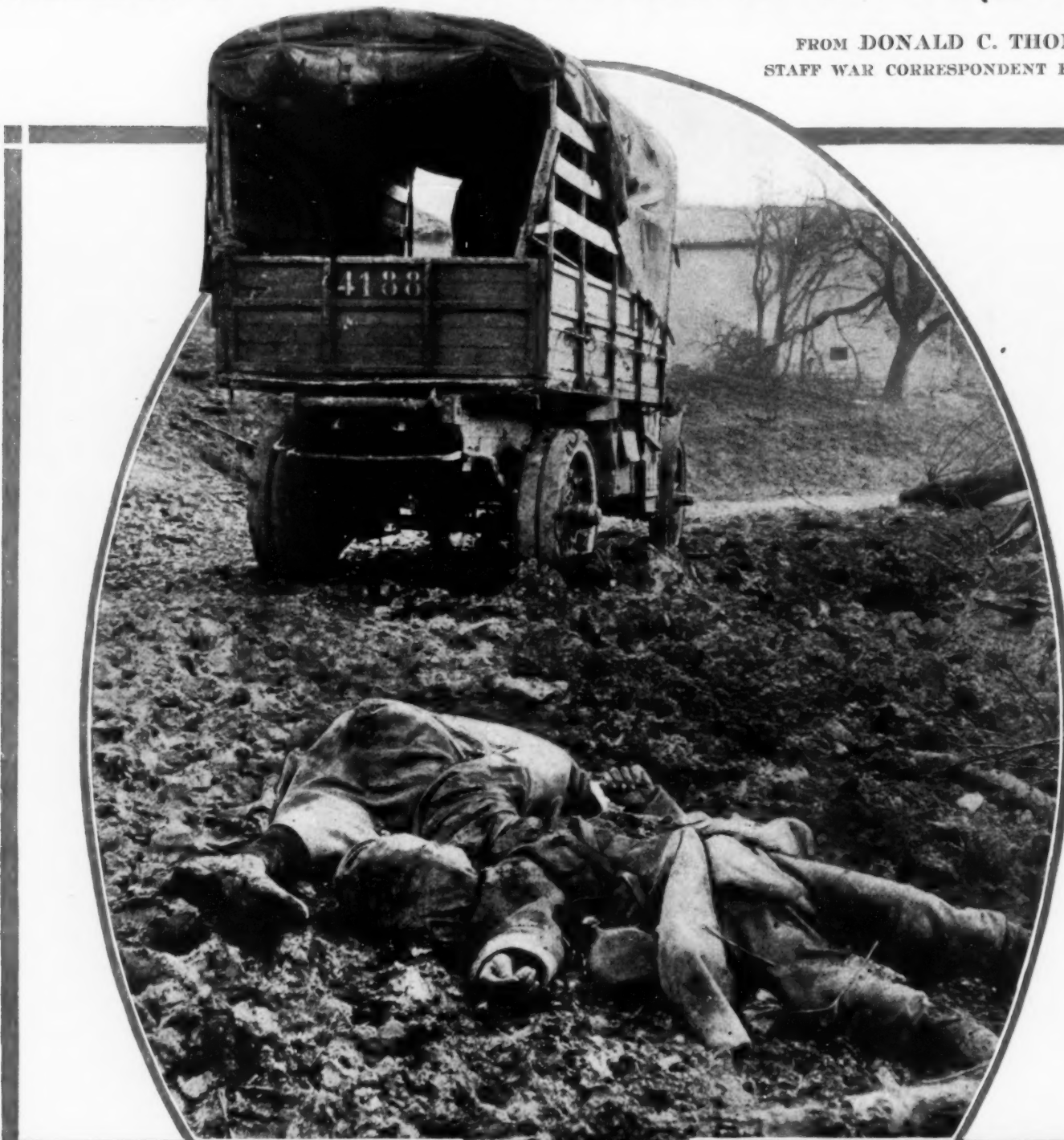
**T**EETH! The interesting articles on "How Death Lurks in the Teeth," by Kathleen Hills, which appeared in LESLIE'S, are being printed in pamphlet form, with the permission of LESLIE'S, by the Legislative Committee of the Indiana State Dental Association, to aid the latter's efforts to convince the legislature of the need of legislation deemed urgent from the standpoint of the dentist. This is practical work. If all legislation were based on knowledge of the fundamental needs of the people there would be less of it in quantity, but it would be improved in quality.

**F**ADS! Food fads and needless waste are responsible for a good part of the increased cost of living. The rise in flour to prices unexampled in this generation comes at a time when we have a law that foolishly forbids millers to blend a small portion of flour made from corn with flour made from wheat. This would make flour cheaper and add to its nutritive value, yet the law forbids it, just as it forbids the manufacture of oleomargarine even when made of the most wholesome materials, unless it pays a high tax which, of course, is a burden upon the consumer. An edible and very digestible butter is now being made in part from the oil of cocoanuts and we presume that this will, also, be taxed to death at the behest of the butter makers. Drastic cold-storage regulations have interfered seriously with the storage of food products in times when they are plentiful for times when they are scarce, and this has added to the cost of living. Pure-food laws are needed, but when we carry them to ridiculous extremes somebody must foot the bill and that somebody is always the dear, long-suffering, patient, shoulder-bent public.

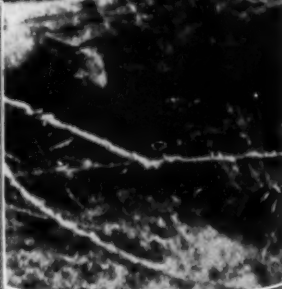
**S**ECRET! A great popular protest is arising against strikes, especially those involving public utilities. The public, who are inconvenienced beyond calculation by a street-car strike, have little patience with those who cause the tie-up, particularly when it is due to a dispute that arbitration might have settled. One way of preventing hasty strikes is the Canadian method which requires careful investigation into all the facts by a commission before a strike may be called. Another checking process that has been suggested is an absolutely secret ballot. Asserting that recent car strikes in Albany, N. Y., have not been properly authorized, President J. Y. Read of the local Chamber of Commerce has issued a letter to the board of arbitrators of the last two strikes urging a printed ballot for strike votes, and supervision of the count by a representative of the state labor department. There are always conservative and radical elements in all labor disputes, with the danger that strike leaders will sweep aside those who counsel caution. With a secret ballot, counted in the presence of a committee of the men and representatives of the department of labor, it would be reasonably certain there would be no strike unless the majority of the men were actually in sympathy with it, and there were good reasons for it.

# WHEN SHELLFIRE PLOWED VERDUN

FROM DONALD C. THOMPSON  
STAFF WAR CORRESPONDENT FOR LESLIE'S



**WAR FOR SOLDIERS; SAFETY FOR CIVILIANS**  
When the Germans had gained a position within about six miles of Verdun and the bombardment was at its fiercest the order was given for all civilians to leave the city for safer regions. The French soldiers aided the refugees in the work of gathering their necessary baggage and preparing for the journey.



**LEFT BY THE ROAD**  
Verdun was a fortified city of the first class. From the fall of Liege the French learned to replace old concrete and steel fortifications with earthworks and trenches. The constant rain of shellfire and the bombs from hostile aircraft have razed the buildings and furrowed the earth. The force of a shell falling near them killed these drivers of a French motor truck.



**A SACRIFICE TO THE GOD OF WAR**  
For some, the order to evacuate the city did not come soon enough. Each day and night the heavy shells of the enemy and the powerful bombs from the skies took their toll of lives and homes. From this pile of wreckage a soldier is carrying a little girl. The body of her mother has just been carried out.



# MEN WHO ARE MAKING AMERICA

THE GREATEST MODERN MERCANTILE WONDER OF THE WORLD--HOW SALE OF A FEW WATCHES BY MAIL LED TO A \$135,000,000 A YEAR MAIL-ORDER BUSINESS--  
JULIUS ROSENWALD, MIRACLE-WORKER AND HUMANITARIAN

BY B. C. FORBES



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EDITOR'S NOTE.—This is the twentieth of Mr. Forbes's fascinating series of miracle stories of American Big Business. The subject, Julius Rosenwald, is not only a successful business man, but what is more, a successful citizen. Next week Mr. Forbes will tell of John N. Willys, who, also, employs his millions for the benefit of his fellow men.

**T**HE selling of a few watches by mail by a hard-working boy station agent in Minnesota was the birth of the greatest modern mercantile wonder of the world. Sixty-five railroad cars are now needed daily to haul away the merchandise the organization sells.

Its sales for this year will exceed \$135,000,000, or almost half-a-million dollars every business day, all at retail—one pair of shoes, one suit of clothes, one dress, one sewing machine, one watch, one pound of tea, one piano, etc. The postman brings it in 70,000 to 140,000 orders every time the sun rises.

It employs directly, at headquarters and in its factories, between 30,000 and 40,000 people and indirectly even a larger number.

A half interest in the enterprise was bought 21 years ago for \$70,000 and although not another dollar of capital has since been invested in it the market value of its stock today is upwards of \$140,000,000 after having paid in dividends many millions of dollars.

Not a dollar's worth of goods is sold over the counter; every order, without exception, is sent to it by mail accompanied by check or post-office order in payment.

This company's publications have a circulation through the United States far transcending those sent out by any other concern, not excluding the annual sales of the Bible publishing houses—the figure this year exceeds 40,000,000 copies.

Speaking of the Bible, I heard a story in Chicago the other day that the teacher of a Sunday School in Minnesota asked her class: "Where did we get the Ten Commandments?" Whereupon a little Swedish girl answered with great assurance:

"From Sears and Roebuck!"

There! That lets the cat out of the bag. This modern mercantile wonder is Sears, Roebuck and Company, of Chicago.

And the miracle-worker behind it is Julius Rosenwald, its President.

Mr. Rosenwald would resent being called a miracle-worker. He does not feel that he has done anything remarkable. He disclaims—sincerely—any great share of credit for what has been accomplished.

## EMPLOYEES ARE FELLOW WORKERS

"What one man can do to execute his ideas, or the ideas of others, is very little," Mr. Rosenwald rebuked me when I suggested he had achieved something extraordinary. "The fellow at the top usually gets too much credit—often he gets credit for ideas that come from the brains of his fellow workers. What could any one man do, if there were not other men to carry out his and their own ideas? It is the able, willing fellows around a man at the top who really do things. I have played only a very small part in the building up of Sears, Roebuck and Company."

The founder of this business, Mr. R. W. Sears, continued in the business until 1908, when he retired. He died a few years later.



JULIUS ROSENWALD

The man most largely responsible for the development of a One Hundred and Thirty-five Million Dollar retail business.

A friend was riding home with Mr. Rosenwald one day as the more than 13,000 Chicago employees were pouring out of the principal establishment.

"How does it feel, Mr. Rosenwald, to have so many people working for you?" the friend asked.

"Why, I never think of it in that way," he replied; "I always think of them as just working with me."

When the company entered into its present palatial buildings several of the executives felt it was not fitting that their President should have no rug or carpet on his floor. So they clubbed together, bought a magnificent Oriental rug, invaded his office, made a little speech and presented him with their handsome gift. Greatly confused, he tried to thank them and to appear pleased at their thoughtfulness.

The rug, tightly rolled, stood in a corner week after week and then disappeared! If linoleum-covered floors were good enough for his co-workers, they were good enough for him!

"The finest type of citizen in Chicago," was how one of the most eminent men in the city described Mr. Rosenwald to me.

The most notable thing about Julius Rosenwald is not any superhuman business ability, not any phenomenal smartness in seeing and seizing mercantile opportunities, not any transcendent qualities as a merchant. *The greatest thing about Julius Rosenwald is not his business, but himself, not what he has but what he is, his character, his personality, his sincerity, his honesty, his democracy, his thoughtfulness, his charity of heart, his catholicity of sympathy, his consuming desire to help the less fortunate of his fellow creatures, be they black or white, Jews or Gentiles, young or old.*

In his business, Mr. Rosenwald takes great care and pride in advocating correct merchandising principles. Every illustration and every description in the Sears-Roebuck catalogue is compared minutely with the actual goods by experts employed for that special purpose. Extensive and expensive laboratories are maintained to analyze scien-

## BEAUTY AND UTILITY ARE COMBINED HERE

The Sears, Roebuck and Co. plant in Chicago, where beautiful gardens and recreation grounds surround the new and sanitary buildings that house the world's largest mail-order merchandising concern.

tifically and chemically every consignment of merchandise received, and, if the slightest defect in materials is detected, the goods are immediately rejected and returned—a rule that has taught manufacturers to think twice before trying to make deliveries unfit to pass the severest inspection. Any customer not satisfied with a purchase can return the goods, and have his money refunded, including transportation charges both ways. The seller, you see, must therefore beware. He, not the buyer, takes the risk.

Every conceivable kind of merchandise is handled by Sears, Roebuck and Company, from a button to a bungalow—yes, bungalows are sold by mail.

## THE START OF THE BUSINESS

How has it been done? What is the history of this remarkable institution?

Thirty-five years ago, in Minnesota, R. W. Sears, the boy station agent, conceived the idea of selling watches by mail. He had acumen enough to advertise intelligently. So his business boomed. He promised himself that when he had accumulated \$100,000 he would retire. He did. But six months of idleness cured him; the ideal life, he discovered, consisted of doing things, not of doing nothing. He had agreed, however, not to connect his name with any mail-order business for three years. He got over this difficulty by entering into an agreement with a watchmaker friend named Roebuck, and the name A. C. Roebuck & Co. was given the new venture. At the expiration of the three years the name "Roebuck," having been extensively advertised, was not dropped, a change being made to Sears, Roebuck and Company, although Mr. Roebuck was not a partner. Mr. Sears was a keen, progressive business man, and in time moved to Chicago, where he added various new lines, including clothing. All sales continued to be made by mail, however.

Julius Rosenwald, then in the clothing business in Chicago, sold Mr. Sears large quantities of clothing. The mail-order demand for it expanded rapidly, and it was not long before Sears, Roebuck and Company—then consisting of Mr. Sears—had far more business than the capital could swing. He asked Mr. Rosenwald to become financially interested.

Mr. Rosenwald had learned to spot opportunities and to grasp them. From boyhood up he had displayed unusual initiative, enterprise and industry. Before he was eleven he had taken little excursions on the sea of business. He used to peddle various odds and ends from door to door in his native town, Springfield, Ill., where his father was in the clothing business. He did best with a new species of pictures, chromos, which then sprang into popularity. He turned his hand, however, to other things to earn an honest dime. For example, he used to pump a church organ for a woman organist who wanted to practice.

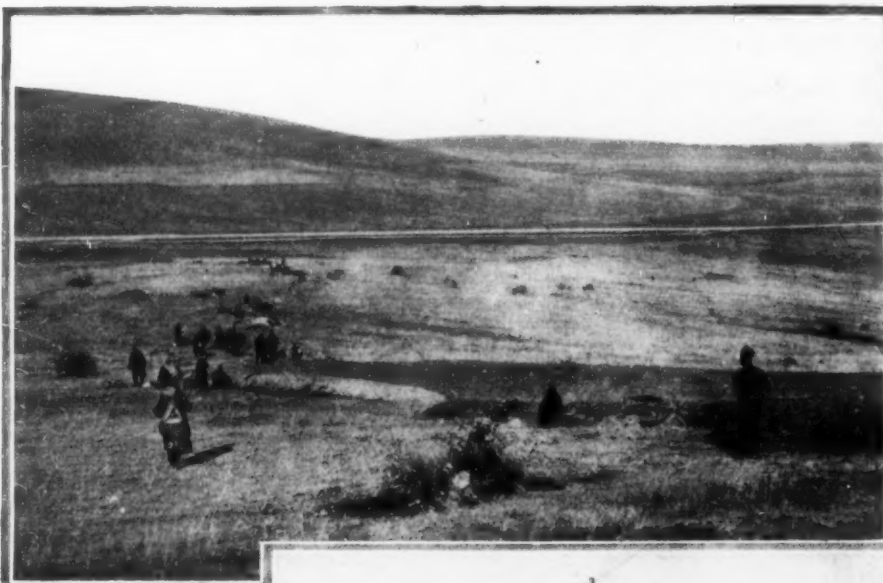
"I remember as if it were yesterday," said Mr. Rosenwald in discussing those boyhood days, "how I made \$2.25 selling a pamphlet program the day President Lincoln's monument was dedicated in Springfield by President Grant. He was the first President I ever saw—and the first man wearing kid gloves."

Julius evidently was even then not too young to take notice of matters pertaining to clothes. His first real

(Continued on page 635)

# MONASTIR RETAKEN BY SERBIANS

BY JAMES H. HARE, STAFF WAR PHOTOGRAPHER FOR LESLIE'S



## SCENE OF THREE BATTLES

The plains before Prilep, in Serbian Macedonia, where the Serbs won the battle against the Turks in 1912 that gave them possession of Monastir. Last year they lost the city as the result of a defeat here at the hands of the Bulgars. Recently heavy fighting has been in progress on the same spot.



## TRENCH LIFE NEAR MONASTIR

Serbian soldiers in a hastily constructed field trench. The Serbians have won much glory by their rapid advance against the Bulgars, backed by German troops and officers. One year ago they were a broken and defeated army. They have been re-equipped by their allies and reorganized, and under their own generals have won back a considerable corner of their kingdom.



## MONASTIR, THE NEW CAPITAL OF SERBIA

On November 19th the Bulgars were driven out of Monastir by a flanking movement of the Serbian army, assisted by British and French troops. The date was the fourth anniversary of the city's capture from the Turks. King Peter proclaimed Monastir the new capital of Serbia. The retreating Bulgars were hotly pursued toward Prilep. For nearly a year all of Serbia has been in the enemy's possession. The advance from Saloniki of the Allied forces was directed by the French General Sarraill.



## REFUGEES FROM MONASTIR

When the Serbian army was driven out of Macedonia many of the inhabitants fled. They have been leading a miserable existence since, and many of them are venturing back in the wake of their now victorious army.



## SERBIAN TROOPS ON THE MARCH

Some of King Peter's soldiers making their way across the plains of Macedonia. The new Serbian army demanded the post of honor in the movement that was to redeem Serbia from the invader. The fighting was desperate, but nothing could withstand the valor of these exiles.



# SNAP-SHOTS OF A DVINA BATTLE

BY LUCIAN SWIFT KIRTLAND, STAFF CORRESPONDENT FOR LESLIE'S



## THE BRAINS BEHIND THE GUNS

The Chief of a Division Staff, who planned the desperate assault by Russians on the German position, which Mr. Kirtland was privileged to watch last summer. He worked with maps, telephone reports, messengers and telegraph, far from the roar of battle.



## THE GUN BEHIND THE LINES

Unlimbering a heavy field piece. It was posted four miles back of the first trench and the gunners never saw an enemy. They got their firing orders by telephone from an observation post, but could drop shells within a five-foot circle.



## RESERVES COMING UP TO FEED THE TRENCHES

These men, well fed, rested and in fine trim, hurried to the first line to charge against an enemy trench. Their orders came from headquarters, six miles in the rear. They marched across open country to the second-line trenches, within range of the enemy's guns. After that they had to take advantage of depressions in the ground, or communicating trenches.



## THE RUSH FOR THE FIRST LINE

These men are just leaving the second-line trench for the first line. They are carrying their equipment, since, if their assault is successful, they must stay in the new position, to organize and hold it. The terrain along the Dvina is of rolling sand hills, affording some cover for advancing battalions.



## THE BAYONET CHARGE

This is the way the Russians go for their opponents with the bayonet, but this photograph was taken from the first-line trench and shows the reserves coming up at double from the second line. They were protected by a low sand ridge and so advanced in rather close formation. A few hours later these same men swarmed out of the first-line trench in an assault, from which few returned.

# WATCHING THE NATION'S BUSINESS

BY THOMAS F. LOGAN, LESLIE'S WEEKLY BUREAU, WASHINGTON, D. C.



FOOD FOR FIGHTING MILLIONS

A scene in Northern France showing the transport of the British army carrying supplies to the front. Motor vehicles are largely used.

## ENTER, THE WOMAN CONGRESSMAN

IF a woman's sphere is the home, why not the House? Miss Jeanette Rankin, the newly elected "Congressman" at large from Montana, will have an opportunity to answer. Miss Rankin is the first woman ever elected to Congress. The problems that confront her are as nothing to those that face her colleagues. Shall the Speaker address her as "The lady from Montana"? Her "maiden" speech, of course, will be that, but what will be her cloak-room privileges? Miss Rankin, apparently, is not worrying. The daughter of a Montana banker, she studied in New York, graduating from the New York School of Philanthropy in 1908. As an expert sociologist, Miss Rankin began by finding homes for homeless children in Seattle. She then turned to woman suffrage and stumped the State of Washington for the cause. Returning to Montana she took up the same work there and within three months converted the State legislature to her views. A feature of her campaign was dance-hall speeches, followed by dances on the floor, with the hardy miners for partners.

She is 34, red-haired, a good cook and makes her own gowns. It looks like an enormous stride, but history in this, as in other respects, is more blasé than is generally conceded. The Amazons were known to ancient and medieval writers. Athenian politicians took their cues from shining female lights. Catherine the Great, Catherine de Medici, Maria Theresa and the dowager Empress of China were no meaningless figureheads. The Maid of Orleans led France to victory. There is at least a mythical Pope Joan. If women ruled intrigue in the salons of Paris, so did women breed revolution beneath the pavements. Suffragists still living can remember when women medical students were hooted in the lecture rooms. Yet the woman physician has come to stay. Why not the woman congressman?

## INEQUALITIES IN OUR POLITICAL SYSTEM

A CLOSE election makes obvious certain possibilities that are not apparent when the tide runs unmistakably in either direction. It discloses evils in our political system none the less present because temporarily held in

check by the preponderantly expressed will of the people. Yet under the system of elections through a majority of the votes of the electoral college this popular will is not necessarily manifested. Presidents with a majority of the popular votes cast have received a minority of the votes of the electoral college. Inequality in the political systems of the several States are additional sources of injustice. In New Hampshire, whose electoral votes in the last election hinged on a trifling majority, no provision had been made to preserve the franchise of its citizen soldiers sent to the Mexican border, whereas other States with a vote almost as equally divided had safeguarded their citizens against such enforced disfranchisement. It is claimed that the women vote turned the tide in California; yet in other States where the current might have run the other way the women had no voice at the polls. Some States permit aliens to vote before they obtain full citizenship, while others do not. All of these inequalities should be removed, whatever the party result may be, and the determination of national rule be based upon precisely the same form of

(Continued on page 637)

# A NEW FREEDOM FOR BUSINESS

BY M. W. ALEXANDER

EDITOR'S NOTE: Extraordinary interest was manifested in the announcement made public at the Twentieth Annual Convention of the National Founders' Association in New York, of the formation of the National Industrial Conference Board representing twelve national associations comprising fifteen thousand industrial employers, with

\$8,000,000,000 capital, and 7,000,000 workers. Other associations are to be brought into cooperative relations with the new board, and its underlying purpose is presented herewith in the interesting contribution by the Manager of the new board, Mr. M. W. Alexander.

THE United States is now easily the first industrial nation of the world, whether we measure its position by the amount of capital invested, the number of persons employed or the value of its product. In 1820, 83 per cent. of our people were engaged in agriculture and less than 10 per cent. in industry. In that year the value of its manufactured commodities was but \$30,000,000 in excess of the last quarterly production of the United States Steel Corporation.

This year American manufactures will exceed by probably \$10,000,000,000 the combined industrial production of Great Britain and Germany in the year preceding the great war. Those who live within this vast field of industrial endeavor and those who look at it from without, whether commercially, politically or socially related to it, are increasingly conscious of the number and seriousness of the problems peculiar to its rapid and complex development. To meet many of these problems, numerous organizations have sprung up to cope with some or all of them in particular fields, and much excellent work of high order has been and is being done by particular organizations. But there is much duplication of effort and expense and no centralized means of compiling, comparing, analyzing, judging and distributing for the guidance of allied interests, and of the public and their official representatives, the results of able but widely scattered and unmobilized effort.

The very nature, the wealth-creating, job-building, nation-developing, individual-benefiting effect of industrial production upon the farmer, the miner and the forester, whose raw products it multiplies in value by transformation into an infinite variety of finished products, is often not clearly understood and appreciated by these unconscious partners of the manufacturer. Often, because of this, industry has been the special field for the fads and fancies of the political experimentalist. The industrial director, worker and stockholder have failed fully to realize the necessity of intelligent cooperation in studying the problems of production and distribution or in establishing a public appreciation and understanding of the contribution of industry to national development and individual prosperity.

The National Industrial Conference Board will under-

take to bring together for permanent, practical roundtable study of the national economic, social and political problems of the American manufacturer, all the representative national industrial associations dealing with them. It will concern itself only with problems national in their scope, industrial in character and of primary importance. It starts without preconceived opinions but with a firm belief that the fundamental American principle of individual liberty and opportunity preserved must be practically realized in the interest of wage-payer and wage-earner in every department of production and distribution. It will engage for economic and legal research the best special talent available, and as it accumulates its information with respect to specific questions, will submit it for the consideration of a board truly representative of industry. And when that board reaches its conclusions respecting any pending problem, it will refer its judgment and recommendations and the facts upon which they are predicated to its constituent organizations and, upon their approval, the board will feel authorized to express the collective judgment of representative industry.

The necessity for organized research is evident. To illustrate: within a few years we have revolutionized the law of negligence. The manufacturer has become an insurer and in response to his own increasing sense of social responsibility and the changes of industry, the great majority of our States have substituted workmen's compensation for the system of personal liability. The American employer has not lagged but led in this worthy movement. More than 30 States have now accumulated a considerable experience under not only various, but conflicting, statutes.

The time has come to take a page from an experience not our own and to apply, as Germany so successfully has done, the record of achievement to further progress. The operation of these various laws, their interpretation, cost and comparative value should now be ascertained that the features of most practical value may be uniformly obtained and the conflicts of interpretation harmonized.

The National Industrial Conference Board has decided to undertake this task. The development of the corporation, so essential to the conduct of modern business, has

tended to lessen opportunity for personal contact between employer and employee, but personal contact is essential to the sympathetic understanding and conduct of joint production. The best method of preserving under changing conditions that essential contact is especially worthy of study and conclusion. The combination in industry, whether it be that of production, sale, distribution or transportation, all of these in their relation to individual and social development are subjects for cooperative study and action.

Above all, the American manufacturer faces the complex and perplexing problems that cling to the resumption of international competition after the war, when the commercial alliances of alert, highly disciplined and desperate nations will turn from the struggles of war to the no less vital commercial and industrial rivalries of peace.

These are but a few of the circumstances, domestic and international, that require the vigilant, systematic, organized thought of American industry. How can they be better met than through the creation of a conference board of independent and equal associations, each representative, individually and collectively, of trained, experienced and enlightened manufacturers, approaching problems common to each and vital to all, from the standpoint of enlightened self-interest, with a high sense of social responsibility, a desire to be right and a determination that their conclusions shall be no less just and generous than they hope to make them accurate and practical?

Nor is it the idea that the board shall labor alone for the benefit of its constituent members, but it hopes to be the means of translating to the public and to political authority representing the public, the collective judgment of American industry. It expects to state clearly the reasons for its conclusions that its fellow citizens may understand at every step of its progress the actuating ideas of its members in respect to the problems under discussion. The board may thus be judged for what it is and what it conceives itself to be: a body of faithful citizens so engaged in the great work of industrial production as to bring individual success to employer and employee under conditions that, securing advantages to each participant, do so in terms of social benefit to the great nation in which both are partners.



# SEEN IN THE WORLD OF SPORT

BY ED A. GOEWEY (THE OLD FAN)



## BROWN'S DEFEAT OF HARVARD CLEAN CUT AND DECISIVE

With Pollard, the whirlwind half back, aided and abetted by Purdy, at quarter, playing a brand of football seen only at rare intervals, Brown recently took the measure of Harvard by a 21-0 score, thereby satisfying an ambition cherished for many years. It was a clean cut victory, the

Crimson failing utterly to offer an effective defense and never getting sufficiently near Brown's goal even to try for a score via the field goal route. Pollard is shown making a fifteen-yard gain, with the Harvard pack in full cry after him.



## KANSAS CITY'S ONLY WOMAN TRAPSHOOTER

Kansas City, Mo., is proud of Mrs. D. B. Foster, because she is that city's only woman trapshooter, and because her skill has won her many trophies and given her a ranking equal to that of some of the best male shots. She qualified recently among the ten best women trapshooters at the Grand American Handicap, at St. Louis, and at the shoot of the Social Target Club, at Kansas City, as the only woman entered against twenty-six men, she made twenty-four out of twenty-five targets and won the second prize cup.



## MISSION RUGGERS SCORE SPLENDID TRIUMPH

Playing such Rugby as seldom has been seen on the Pacific Coast, the Santa Clara team recently achieved its ambition by humbling the hosts of Stanford by a distinctly one-sided score, in this instance 28-5. In the picture Curtin, of Santa Clara, is shown breaking through for the start of one of the rushes which featured the play of the Missionites.



## SOUTH HAS A GREAT SWIMMER

Long-distance swimming records in and about Charleston, W. Va., were cast into the shadow recently when J. P. Gunther, at the races held at Lick Branch, swam thirteen and one-half miles in four hours and eighteen minutes. He made the distance without leaving the water, nourished only by a single cup of coffee, which he drank while swimming.



## THROUGH AMAZING COLLAPSE PRINCETON TOSSES GAME TO YALE

Tradition and Yale triumphed in the recent clash between the Bulldogs and Tigers. Though at first generally favored, the Orange and Black collapsed under fire, making mistakes at critical mo-

ments, while the Blue, after a poor start, more than held her own. Yale, triumphed 10-0. The picture shows Le Gore carrying the ball through the line after having his kick blocked.

# PEOPLE TALKED ABOUT



## WOMEN AND CHILDREN FIRST

"I'll do the best I can, madam," Edna Flynn assures the particular and exacting lady who is about to begin a railroad journey. And "I'll see that she gets there safely," Miss Flynn promises the mother of the little girl who is going to visit her grandmother. A railroad official discovered Miss Flynn at a small station in Washington in the act of being courteous and capable in caring for the women and children travelers. Just for that she was brought to Seattle to train a corps of women traveling passenger agents whose duties are to care for women and children exclusively, both in the local stations and on the road.



## HER RECORD IS OVER THE HEADS OF EVERYBODY

No passenger agent's attention is required when Miss Ruth Law makes a trip. She even did away with the press agent when she began her flight in an old Curtiss aeroplane from Chicago to New York City. For 590 miles, from Chicago to Hornell, N. Y., the 28-year-old aviatrix flew at an average speed of 103 miles an hour, before her fuel was exhausted and she was obliged to descend. As soon as she can secure a machine with a 200-gallon tank instead of the 53-gallon tank her present machine carries, she intends to attempt the trip again and make it. Her trip establishes a new record for women pilots and beats all distance records excepting that of a French lieutenant who flew 812.5 miles. Miss Law's longest previous flight was 25 miles. Although she keeps her maiden name Miss Law is Mrs. William Oliver.



## GOVERNOR BY A BIG MAJORITY

Straight up the ladder that led through three terms in the state legislature and two terms as lieutenant-governor to the chair of the governor of Iowa, W. L. Harding of Sioux City has been climbing. His majority of 120,000 over his Democratic opponent was the largest in the State's history. The political highway was as full of mud as a trench in the rainy season—even his fellow Methodists joined in the general denunciation of his alleged "wet" sympathies, but the election returns indicated a widespread confidence in his policies. He is a native Iowan, 39 years old, and in the odd moments when he isn't holding a State office, is a successful lawyer.



## A TEXAS PIONEER CIRCUIT RIDER

When the first Southern Methodist Conference ever held in Texas convened at Waxahachie in 1866, Rev. J. P. Mussett was registered as present and voting. Waxahachie entertained the 50th annual conference, in November, 1916, and Mr. Mussett was on hand. For 53 years he has been preaching in Texas. At the age of 20 he was the only preacher in four counties and he certainly earned the \$34.75 per year he received. Each time he held a service he hitched his horse outside and prayed that the Indians might not steal it. When he was 10 years old he worked in a grist mill and an accident there cost him his left leg.



## A SQUARE DEAL FOR BABIES

Labor, Capital and the Ultimate Consumer have all had their turns at the demand for a square deal. Now the Baby demands the same for himself. Of course no one but each baby's mother can understand his demand, so Dr. Lydia Allen DeVilbiss, Director of Child Hygiene of the Kansas State Board of Health, has undertaken the task of interpreting the composite demand and seeing that it is answered. With "Better Babies" exhibits, child hygiene stations, lectures and literature, Dr. DeVilbiss is directing the campaign which is covering the State.



## HEADS THE WHITE RIBBONERS

Half a million women are enrolled in the Woman's Christian Temperance Union which at its annual convention, at Indianapolis, has just reelected its president, Miss Anna Adams Gordon of Evanston, Ill. This is her fourth term as head of the organization that is spoiling the market for brewery stocks. Miss Gordon shared attention with Mrs. Jennie M. Kemp, president of the Oregon State W. C. T. U., who bore the banner of the defunct bartenders' union of The Dalles, Ore., which had been presented to her by the now-unemployed dispensers, as a pleasant bit of irony.



## A BLIND SPECIAL MESSENGER

Because he was blind, everyone to whom he applied for work thought that James Kuhn would be an unprofitable employee. Somebody took a chance and sent him to deliver a rush order. The other messengers were reading "Deadwood Dick" or the spots on dice, but Mr. Kuhn demonstrated that it was possible to get packages delivered on time. In Louisville, Ky., a city of 250,000, he goes about alone and as rapidly as pedestrians who have sight. His cane, which has a little wheel at its tip, helps to guide him. Mrs. Kuhn is also blind, but the children are bright-eyed youngsters, proud of their father's success and his fiddling.



# A SAWDUST TRAIL OF PEACH JAM



**THE BACK-TO-NATURE  
MOVEMENT**

Joe doesn't remember that he ever did the bit of burglary for which he has been repenting a year in prison, but the two prison cronies who wait in the cozy little pawnshop to welcome him are willing to take a chance on him, professional or amateur. They urge him to turn just one more trick before he quits, but Joe starts walking farmward whistling "Good-bye, Boys, I'm Through."



**AN INTERRUPTED PRAYER**

Ordinarily it is not good form to burst into a room where people are praying, but Joe's mother and sister overlook the breach of etiquette when the wandering boy throws open the door. Betty has outgrown the doll he brings her but the shawl for his mother is, of course, "just what she wanted."

JOHN E. HAZZARD, comedian, verse writer and jokesmith, conceived the amazingly ludicrous situation of the rescue of a saintly old mother from the clutches of the local skinflint who was about to take her home from her in payment of a small debt (during the absence of her only son) by robbing the skinflint's safe of the exact sum required, "frisking" him of the money immediately after payment, and returning it to the safe before the robbery could be detected—and so clearing off the indebtedness without the loss of a cent—to the old lady. Of course it isn't the dear old woman who commits the double crime, but two prison pals of her son, who accidentally stumble into the little country home immediately after the son's return and fall so completely under the influence of the good woman that, to quote

(Continued on page 634)



**WATCHFULLY WAITING AND  
PRAYING**

Correspondence from the prison hasn't been voluminous, and Joe's mother and his sister Betty have had no word from him for a year. His mother prays daily for news of her boy; his sister hopes for his return in time to save the mortgage from foreclosure; but Elsie Tillinger begins to weary of the long silence.



**A FORTUNATE PLACE TO BE KICKED OFF A TRAIN**

Mugs and Gilly, late of the prison and the pawnshop, always have stolen, so the natural tendency is to steal a ride. Kicked off the train, they make their way to the Bascom farm and find Joe's mother far more sympathetic than the brakeman. At the evening meal they are introduced to all the saving agencies in the story, prayers, peach jam and kind-hearted women.



**A LITTLE JOB OF EXPLAINING**

Joe has a hard road before him. He left home to make good in the city for Elsie's sake, and she appreciated that as long as he kept up his reports on his progress. But a year's silence, the competition of the city man and his tailor allies, a prison sentence to explain and the cordial dislike of the Deacon, Elsie's father, who holds the mortgage on the Bascom farm, all make Joe's path with Elsie anything but rosy.



**PEACH JAM ENTERS THE WORLD MARKET**

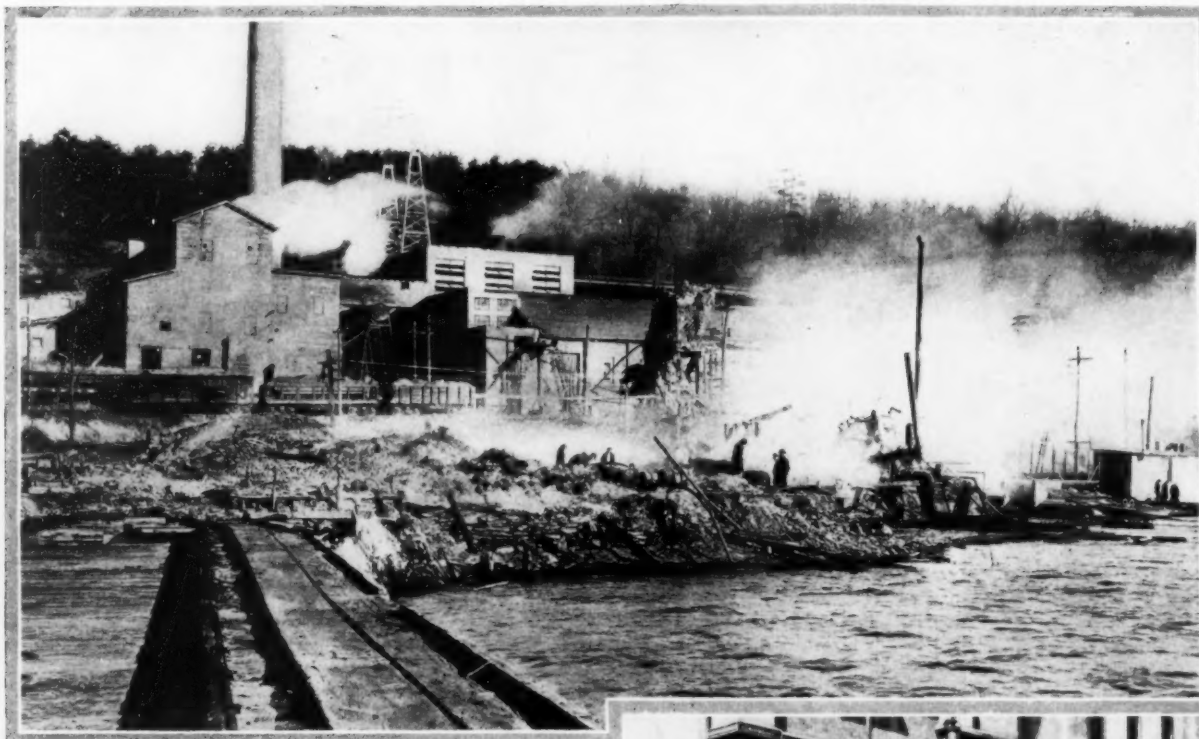
No one knows better than Joe's mother how peach jam should be made. Sammy Martin, the Deacon's hired man, knows better than the Deacon its market value. With a little arguing and planning the arrangements are finally made and the widow begins to can peach jam as fast as Sammy can dispose of it to eager customers.



**THE SAWDUST TRAIL'S HAPPY ENDING**

"All is well." This picture, which looks like a male quartet, really shows a very happy mother, three happy bridegrooms, now respectable citizens, and one happy salesman whose success has promoted him from overalls to a dress suit. The other characters in the story, presumably, are back of the scenes cooking more peach jam.

# A PICTORIAL DIGEST OF



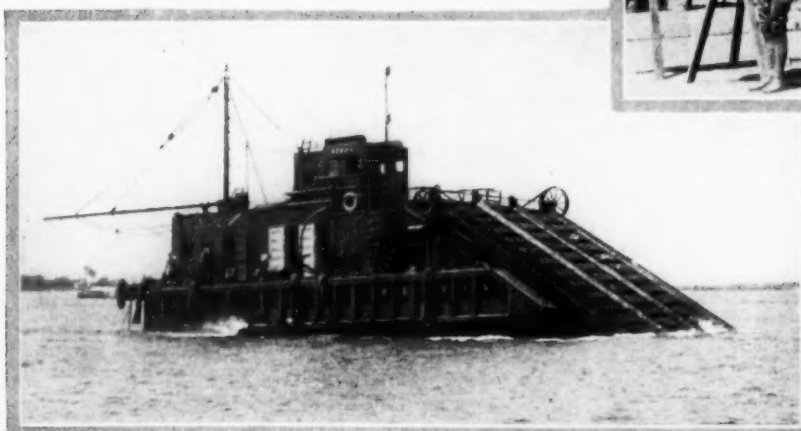
## FIRE DESTROYS SALT WORKS; KILLS ONE

While the real cause is unknown, a cigarette is blamed for the fire which destroyed the Remington Salt Company's plant at Ithaca, N. Y., November 19th. One life was lost in the fire and the property loss totalled \$250,000. In the foreground of the picture is seen the ruins of the plant. The buildings in the background are the Remington Power Plant which supplies Ithaca with electric light and power. These narrowly escaped destruction.



## LESS DANGEROUS THAN THE TROJAN HORSE

Battery A received high praise at the last encampment of Utah State troops, which is remarkable in view of the fact that they had had only wooden horses with which to drill. The dummies required no feed nor veterinary's services and were unusually gentle. When the battery went to the border, real horses were provided which returned with the men and which now the State must stable.



## GUNPOWDER FROM THE SEA

There have been many plans for utilizing the immense kelp beds of the Pacific Ocean but only recently have actual operations begun whereby the nitrate in the kelp is refined and used. Mowers much like wheat harvesters reach down three to five feet below the surface and cut and gather the kelp from which, by secret processes, jealously guarded, the nitrate is extracted. The nitrate is used by Swift and Company for fertilizer, by the Hercules Powder Company for explosives and by the Diamond Match Company. In addition to these plants at San Diego, Cal., other new plants at Long Beach are finding the investment profitable.



## MASKS HIDE RHEIMS SCHOOL CHILDREN'S "SHINING MORNING FACES"

During German attacks on Rheims the asphyxiating gas shells made it necessary for the children to go to school wearing gas masks. The children kept their masks near at

hand ready to put them on at the first alarm of a gas shell bombardment. But for these contrivances there would doubtless have been many fatalities among the pupils.



## ON THE THRONE OF AUSTRIA

On his 68th anniversary Emperor of Austria announced his intention of appointing with him his grandnephew, Archduke Joseph. When the old emperor on November 29-year-old relative acceded to the throne and his wife, Archduchess Marie, were popularly loved for their simplicity. The Archduke commanding the Austrian army in the Tr



## TINY WOMEN AND BIG BUSTS

On the little island of Ogasawara-shima south of Tokyo Bay, Japan, the women do the heavy work. They are known elsewhere in Japan for their physical strength. They are visit the island when they are interested in the



# THE WORLD'S NEWS



**FRANCIS JOSEPH**  
 Archduke Francis Joseph, Emperor of Austria, Francis intended appointing as co-regent Archduke Charles Francis, who died on November 21st, his nephew. The Archduke was popular in Austria and Transylvania front.



## A PUBLIC SQUARE SACRED TO BARTER

For 125 years the second Monday of each month has seen "County Court Day" observed on the public square of Lexington, Ky. No one knows the origin of the name except that the square is beside the county court house, seen at the right. On "Court Day" the county folk flock in to sell their old furniture and buy someone else's old horse. Every kind of article is auctioned. In a recent election one party tried to abolish "Court Day" and use the historic square for buildings. The county officials produced an old charter showing their ownership of that square and threatened to build a jail on it if the old custom was abolished.



## TROPICAL STORM DRIVES VESSEL ASHORE

A great wind storm which struck Havana, Cuba, on November 16th, damaged ships and shore property. One vessel was driven ashore, its entire cargo was lost and the ship damaged to the extent of \$30,000. The waves, which rolled up to unusual heights, flooded property and caused much damage. Some of the waves were over 35 feet in height.



## "DEUTSCHLAND" BEGINS HOME TRIP

Great crowds watched the German merchant submarine *Deutschland* leave its moorings in the harbor at New London, Conn., and begin its return across the ocean. On its previous visit here, the return trip was begun at night for fear of hostile vessels but the deep water outside the three-mile harbor line at New London gave Captain Koenig confidence and the second trip was begun shortly after noon, November 21st. In her hold she carried nearly a thousand tons of crude rubber, nickel, tin, and iron alloy, valued at \$2,000,000, and several pouches of mail.



**BIG BURDENS**  
 The women of the island of Shikoku, 150 miles from Japan, do the heavy work, and their heads, a habit not seen elsewhere. They are of unusual strength and Japanese rarely see such interesting customs.



## TAILORING ADDED TO CURRICULUM IN CINCINNATI

Nine boys are enrolled in the first public school class in tailoring, recently begun in a Cincinnati school. The local merchant tailors' association supplies the necessary

materials and is interested in the movement to produce skilled workmen. Many who think the schools have too many "fads and frills" approve this innovation.

## Christmas Morning

By Claire Briggs



DO not laugh, gentle reader. You are witnessing the keenest tragedy of boyhood. The young man who has just picked the trousers off the Christmas tree, had reasonably hoped for a King Air Rifle instead. Now behold him filled with disappointment and mortification as his chums "present arms"—the handsome Kings they wished for and got.

No regular Dad would play a shabby trick like this on his boy! No. To the hardware store he'd go, and let Sonny pick out just the King to fit his size. The prices are 25c to \$2.50.

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## THE TREND OF PUBLIC OPINION

BY CHARLTON BATES STRAYER

### RAILROADS AND BROTHERHOODS FIGHTING IT OUT

THE Adamson law was nothing more than an armistice in the fight between the railroads and the brotherhoods. The election over, both sides are lining up their forces to wage the battle to a finish. Each party to the conflict has been reinforced by outside help. The four railway brotherhoods have secured the cooperation of the 12 unions of other railway workers affiliated with the American Federation of Labor in an organized effort to obtain the eight-hour workday for all railway employees. The addition of 300,000 shopmen, switchmen, telegraphers and carmen to the 400,000 members of the brotherhoods will give the railroad workers a force of 700,000 votes in opposing any objectionable amendments to the Adamson law. The railroads, in like manner, have found new support in The National Founders' Association, representing more than 600 of the leading manufacturing corporations of the country, in their fight to test the constitutionality of the Adamson eight-hour law. The brotherhoods are greatly disturbed over President Wilson's intention to renew at the approaching session of Congress his recommendation, made at the time the Adamson bill was passed, concerning the compulsory investigation of industrial disputes, the investigation to be completed, to use the President's words, "before a strike or lockout may lawfully be attempted." This recommendation is modeled on the Canadian act which has worked so well there, but the brotherhoods make no secret of the fact that they are "irrevocably opposed" to compulsory investigation. The New York World, criticizing this devotion of trade unionism to the strike as its best weapon, says, "If that were its only remedy its attitude might be approved, but labor has won more victories by negotiation than by violence." The Congressional Joint Committee authorized by Congress has begun an investigation of railroads, telegraph and telephone lines, express companies and other public utilities that promises to be epoch-making. This inquiry, announced Senator Newlands, Chairman of the Committee, would embrace the subject of governmental regulation and control of public utilities and "the wisdom and the feasibility of government ownership and the comparative worth and efficiency of government regulation and control as compared with government ownership and operation." In a test case, which is being pushed through to the Supreme Court as rapidly as possible, Judge William C. Hook in the United States District Court at St. Louis has ruled that the Adamson law is unconstitutional. It is stated that this ruling was made without going into the merits of the case, and merely to expedite the progress of the cause to the Supreme Court, before which the big legal battle will be fought.

### HIGH PRICES, A WAR BURDEN

NEUTRAL nations cannot escape some of the burdens of a world war. The increased cost of living is a part of the load every neutral country is now carrying. A compilation by the foreign trade department of the National City Bank of New York shows that prices in the world's markets have advanced in general from 50 to 100 per cent. Even the most backward peoples are taking advantage of the war situation to exact enormous profits. For example, the natives of Haiti and Jamaica are demanding and getting three times as much for their logwood as before the war, while the indigo growers and merchants of India, Java and San Salvador are even more grasping and are getting ten times the former price of indigo. It is in foodstuffs, however, that the shoe pinches the tightest. In the United States the high cost of food is the most pressing problem of the hour.

The New York Association for Improving the Condition of the Poor has found that the price of 25 staple foods shows an advance of 30 per cent., from November, 1915, to November, 1916. There had been, of course, a considerable advance prior to 1915. The National Association of Master Bakers of America announces that of the 30,000 bakeries in this country 20 per cent. have been compelled to go out of business since the outbreak of the war on account of the high prices of grains. Flour at \$20 per barrel is predicted before the winter is over. The Federal Trade Commission is preparing to investigate the recent advances in all the necessities of life. In the early days of the war the German Government took hold of the food problem and by effective control of distribution and price of foods has been able to withstand the British blockade. Great Britain has awakened at last to the seriousness of her own food problem and has decided to control food supplies and prices, a move that has received unanimous approval from the press. France likewise has authorized a board with wide powers to stop waste and conserve coal, light and provisions. Will we have to come to some such measure in this country in time of peace? One remedy that will be discussed at the approaching session of Congress is the placing of an embargo on the exportation of foodstuffs. Representative Fitzgerald of New York, Chairman of the Appropriations Committee, has announced that he will introduce such a bill. At a time when we are making every effort to extend our trade, and to hold permanently what we have gained during the war, the wisdom of such a measure is doubtful. The nations at war would naturally resent an embargo on foodstuffs while we continued to profit out of munitions. Much can be done to relieve the situation by simpler and more economical methods of food distribution and by curbing the national habits of waste and extravagance. Employers whose profits have been increased, and laborers whose wages have been advanced since the war began, are in position to meet the higher cost of living, but those on small salaries who have received no increases are the ones who feel it most.

### MEXICAN COMMISSION STILL AT SEA

FOR weeks the Joint International Commission has been trying to reach an agreement that would enable us to withdraw the Pershing expedition from Mexico. Both sides are equally anxious for the withdrawal of American troops. The American Commissioners will not consent to such a move unless the *de facto* Mexican Government gives evidence of its ability to cope with the situation and to prevent future raids. The Mexican Commissioners have steadily insisted on unconditional withdrawal, and have desired an apology for the dispatch of the punitive expedition and an admission of its illegality. The final proposal of our Commissioners agreed to recommend withdrawal of our troops within 90 days on condition that this could be done with entire safety, and affirmed our right to pursue any future raiders over the border. These terms are said to have shocked the Mexican Commissioners, especially Chairman Cabrera, who, more than any other, has blocked an agreement all through the conference. The government of the United States will permit no restriction to be placed on the sending of troops across the border if occasion should again demand. The Mexican Commissioners hold it would be a humiliation to sign a document giving formal consent to such an invasion of Mexican territory. It is barely possible that an agreement may be reached which shall omit all reference to this point, our government reserving the right to pursue bandits across the border whenever necessary.

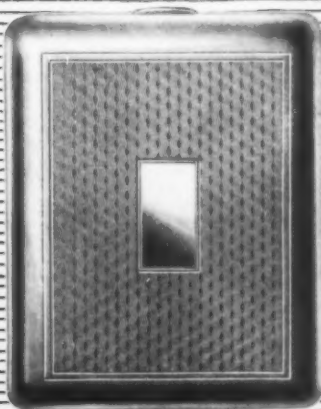
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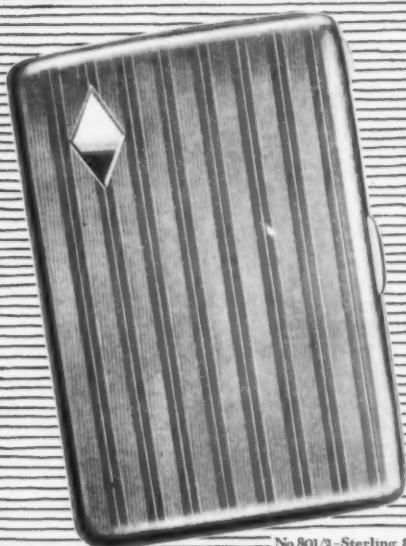
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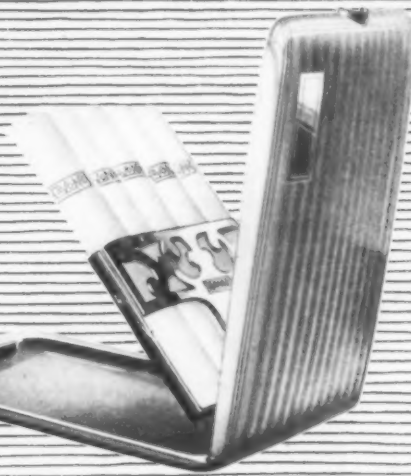
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## A SAWDUST TRAIL OF PEACH JAM

(Continued from page 629)

one of them, they "would commit murder for her." With the home and its famous peach orchard saved to old Mrs. Bascom, and with the help of her son and his reformed pals, the dear old lady and her young friends enter into a period of prosperity and happiness. It was with this as a nucleus that Winchell Smith, author of many successes, master of stage-craft, built "Turn to the Right!"—the big success now at the Gaiety Theatre, New York City. The play is produced by Mr. Smith and John L. Golden. This is one of the rare instances of an author taking a part of the financial risk of presenting his own play. It is interesting to all theatre-goers to know just what Mr. Smith did with this nucleus. Here is the story of "Turn to the Right!"

Deacon Tillinger, the village "Money Trust," has driven from the village Joe Bascom, whose poverty makes his attentions to the Deacon's pretty daughter, Elsie, objectionable. For nine years Joe gladdens his mother's heart from time to time with long, encouraging letters and eases her condition by remittances. Suddenly his letters stop. A year goes by with no word from the boy and even Elsie Tillinger, who had so long waited his return home, begins to bear with patience the attentions of the young city chap, Lester Morgan, who has wealth and good clothes.

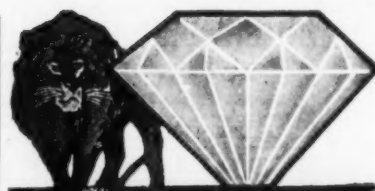
Joe Bascom's long silence is explained to the audience in the prologue where he is released from prison after a year's confinement. His two prison pals, "Mugs," a pick-pocket, and "Gilly," a safe blower, who had been released earlier, meet him almost at the prison doors to propose a plan by which they can get "a little change," but Joe (who had served uncomplainingly the sentence imposed for a theft he had no recollection of having committed) is "going straight" and in the first act he is seen entering his home just as his mother is praying for his return.

Joe learns that Tillinger is about to take the home and its famous peach orchard from Mrs. Bascom for a debt of \$125 and when, a few minutes later, his friends Mugs and Gilly, thrown from a train for stealing a ride, stumble upon the Bascom home and learn of his plight, it takes Gilly but a few minutes to rob Tillinger's safe of the exact amount needed by the widow and less time for Mugs to take it from the Deacon's vest pocket and slip it back to Gilly who returns it to the safe. To disarm the old lady's suspicion of Joe's "prosperity" he announces that he has sold the peach crop to his two friends and then when they are at a loss to know what to do with the enormous crop Sam Martin, Tillinger's enterprising clerk, saves the situation by announcing that he has made a deal by which he can dispose of all the peach jam Mrs. Bascom can make. It develops that the young man whom Tillinger had selected for a son-in-law is the son of the man Joe was suspected of robbing but that it was young Morgan who had robbed his father and not Joe.

So Joe marries Elsie, and, after a year of honest money making in the peach jam business, Gilly marries Jessie and Mugs marries Betty and, as dear old Mrs. Bascom says, at the end of the last scene, "All is well."

## CHRISTMAS BOOKS

**THE GIRL FROM THE BIG HORN COUNTRY.** By Mary Ellen Chase. (The Page Co., Boston; \$1.25 net.) A breezy story of a girl born and reared on a Wyoming ranch who is sent to a select New England school for a year. A wholesome book for girls.  
**YULE-TIDE IN MANY LANDS.** By Mary P. Pringle and Clara A. Urann. (Lothrop, Lee and Shepard Co., Boston; \$1.00 net.) A book which embodies all the mystery, sentiment, symbolism and beauty of Christmas and New Year's, dealing first with the Yule-tide of the ancients, then showing how this most wonderful of holidays is celebrated in many foreign lands. The descriptions are clear, the illustrations excellent, and the examples of the poetry of each nation full of Christmas charm.



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## MEN WHO ARE MAKING AMERICA

(Continued from page 623)

employment was in a fancy goods store during a summer vacation when he was 15.

"What did you do with your money?" I queried.

"I saved it," he replied—hesitatingly, I noted.

"And then what did you do with it?" I persisted.

"I took it all, nearly \$25, and bought a tea set for my mother's twentieth anniversary of her wedding."

At 16 he left school and went to New York to enter the wholesale clothing house of Hammerslough Brothers, his uncles. He lived economically, and by the time he was 21 he had saved enough to acquire, with a little financial assistance from his father, a going retail clothing store on Fourth Avenue, a few doors from Brokaw Brothers. It did not prove a gold mine, but through incessant energy it was made to pay fairly well.

One day Mr. Rosenwald was talking with one of the owners of a business which made a specialty of summer clothing for men. "We have at least 60 telegrams for goods and we cannot begin to fill the orders," remarked this manufacturer.

"This statement made an impression upon me," Mr. Rosenwald relates. "Here was a man getting more orders than he could supply. In the middle of the night I woke up and there and then resolved that that was a business worth getting into. I decided to sell the retail store and take up the manufacture of summer clothing."

He formed a partnership with Julius E. Weil, another Illinoisan, and figured out that, as there was no concern in Chicago in this line of business, that would be the best field. Rosenwald & Weil, manufacturers and wholesalers of summer clothing, had to overcome the usual obstacles encountered by beginners, but in a year or two they were doing a large and profitable business. From 1885 to 1895 Mr. Rosenwald devoted himself exclusively to the growing activities of Rosenwald & Weil, but then withdrew and branched out as a manufacturer of regular clothing under the name of "Rosenwald & Company." By this time Mr. Sears had become his most important customer.

In 1895, Mr. Rosenwald and another man agreed to take a half interest in Sears, Roebuck and Company for \$70,000. At first he did not become an active partner but continued to look after his own affairs. The new capital enabled the mail-order enterprise to expand to about \$500,000 turnover within a year. Mr. Sears could not possibly look after everything, so in 1896 Mr. Rosenwald took up duty with Sears, Roebuck and Company as Vice-President and Treasurer, and upon Mr. Sears' retirement he became the President.

The rejuvenated Sears-Roebuck introduced other improved methods of doing business. It rapidly extended its list of goods. It began to open factories of its own—it now has 20,000 employees in them. It engaged the best buyers and gave them almost limitless scope. It lengthened its mailing list, greatly enlarged its annual catalogue and introduced special and other seasonal catalogues—and all the time kept raising and raising the quality of the merchandise sold. Also, it inaugurated the revolutionary policy "money-back-if-not-satisfied." This courageous step sent sales up with a bound—they went from \$11,000,000 in 1900 to over \$50,000,000 in 1906, jumped to \$100,000,000 in 1914 and have gained about 35 per cent. in the last two years.

You will recall how Sears-Roebuck took hold of the Encyclopaedia Britannica and instituted a selling campaign on a scale the book world had never before known. This one item will add over \$5,000,000 to the 1916 turnover. This was less the idea of Mr. Rosenwald, I should add, than of Albert H. Loeb, Vice-President, another man of extraordinary ability.

The labor-saving devices, the system, the mechanism throughout Sears-Roebuck's

eclipse anything I have ever seen, even those of up-to-date automobile plants.

"We give opportunity to others to do things," said Mr. Rosenwald. "We place confidence in them, give them plenty of rope to work out their own ideas, even if they do make mistakes occasionally. The results are better than if we were to dominate them with one person's ideas all the time."

Mr. Rosenwald has very strict ideas about the department of employees. He takes a fatherly interest in the thousands of girls in the place and rigidly enforces a cast-iron rule that any man, no matter how important, who attempts to abuse his position, dismisses himself; from this rule there is no appeal. Picnics or other social functions which would encourage familiarity between men and women workers are forbidden, although no concern does more in supplying facilities for wholesome amusement and recreation to its force. Indeed, the first things you see when you approach the Sears-Roebuck property are athletic fields for baseball, tennis courts galore, recreation grounds and beautiful gardens directly in front of the works. Elaborate facilities are provided for the feeding of thousands of employees at low prices. The women and men have separate tables but in the same room.

Several thousands of the employees availed themselves of the opportunity several years ago to buy Sears-Roebuck stock "on the ground floor," and its market value has more than quadrupled.

Perhaps the crowning achievement of Mr. Rosenwald in connection with his co-workers is the "Employees' Savings and Profit Sharing Fund." Students of the subject have pronounced the plan the best ever conceived. Briefly, the employees who join, agree to pay five per cent. of their salaries into the fund and thus share in five per cent. of the Company's net earnings every year. On the basis of last year's profits, the Company's contribution would be two dollars for every dollar the employees paid in. A worker receiving \$20 a week, paying \$1 weekly into the fund would, in 15 years, receive for the \$780 paid in by him, \$3,428. In 30 years, in return for \$1,560 paid by him, he would receive \$10,556! The conditions covering the working of the fund are extremely favorable to those joining it.

In addition all employees who earn under \$1,500 annually receive an "Anniversary Check," which amounts to five per cent. of their annual salary on the fifth anniversary of their entering the service, six per cent. on the sixth and so on up to ten per cent. on the tenth anniversary, and ten per cent. every year thereafter. For example, a 10-year employee earning \$25 a week receives annually a check for \$130. With the first anniversary check goes a gold badge, another badge is given at the end of 10 years, another for 15 years and another to mark 20 years' service. These badges are given to all regardless of salary and are worn by the officers and long-term employee with as much pride as a British soldier wears a Victoria Cross.

"The besetting sin in America is extravagance," Mr. Rosenwald declared in explaining the introduction of profit sharing. "Our plan will bring home to our people the value of saving part of their earnings. It will encourage them and assist them to accumulate something, and will have a beneficial influence on their characters by stimulating them to deprive themselves, if necessary, of some things they can get along without. If they want to withdraw their savings after a number of years, they can do so without waiting until they are gray-haired. After five years' service a girl who leaves to be married can withdraw her savings and also her share of the company's contributions. Men are entitled to withdraw their share of profits after ten years' service."

But there is another Julius Rosenwald than the thaumaturgist of Sears, Roebuck and Company—Julius Rosenwald the citizen, the

(Continued on page 642)



### Pay Day—and Nothing to Pay With!

"One of my checks has been raised.  
You'll all have to wait a few days."

He always wrote his checks carefully. This one was for only \$5. He didn't think it needed to be protected. But it fell into the wrong hands, as checks do; somebody "boosted" the amount to \$500 or so—and there was no money left at the bank for his payroll.

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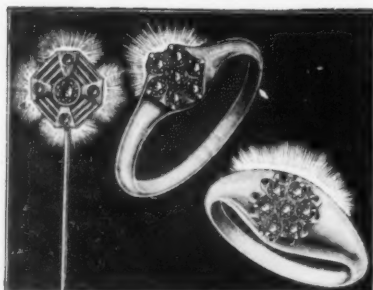
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## EXPORT PROMOTION BUREAU

EDITED BY W. E. AUGHINBAUGH



PAN-AMERICAN UNION IN SESSION

The governing board of this important institution photographed at its first winter session. It meets in the beautiful Pan-American Building, Washington, and is the official Congress of all the American Republics. It is also a great international bureau of information. Hon. John Barrett is Director General and the governing board is composed of the Secretary of State and the ranking diplomatic representatives of the various republics.

**ALTHOUGH** American shipowners are handicapped in every way by our shipping laws, a great impetus to the ship-building industry in the United States has developed. To-day, due of course to the war, our shipyards are busy, and those connected with the industry state that capacity production is contracted for through 1917. Figures compiled by the Department of Commerce show that for the nine months ending with September, the value of commerce carried to foreign ports in vessels of American registry increased 76 per cent, as against 70 per cent, carried in ships flying other flags.

The recent entry of the International Mercantile Marine into the construction of vessels for its own fleet, as well as for the trade, was signalized by purchase of a large modern plant at the cost of \$15,000,000, to which more equipment will be added.

The loss of bottoms within the past two years is slightly in excess of 5,000,000 tons, or twice the construction capacity of the shipyards of the world prior to the war. There are to-day keels laid for 1,500,000 tons of shipping in American shipyards.

If our coming Congress will only amend the LaFollette Seamen's Law and give such needed legislation as is necessary, American ships and sailors will again become the world's standard and bring the American flag back to the seas of all the world.

Great Britain has at last replied to the American protest against the blacklist in what many consider to be the strongest document issued by that government since the war began. The action of the British authorities in this regard is justified and it is doubtful if the American State Department can do anything to ameliorate the conditions imposed upon our citizens. Perhaps the strongest point made in Viscount Grey's reply is that the blacklisting is within the rights of his government and therefore involves no infraction of international law.

One of the reasons we are to-day suffering from this British blacklist is that many of our large business houses have favored aliens in positions of importance over Americans. An editorial in *Financial America* says of the situation: "It was common knowledge prior to the war that Germany was not only using none but her own men in her financial and commercial enterprises abroad, but succeeded also in placing them in important positions in the enterprises of competing countries, a system analogous to the notorious spy system whereby German agents preyed upon the governments of every nation of the world."

This is another valid argument for American leadership of American business, domestic and foreign.

The wide-awake attitude of our business men, in preparing for eventualities after

the war is illustrated by the opening in Petrograd, Russia, of branches of two New York City banks, namely the National City Bank and the Guaranty Trust Company, while the Continental and Commercial National Bank of Chicago has just made a loan to the Chinese Government of \$5,000,000. If the Government would only cooperate with such movements in the line of trade preparedness our overseas markets already acquired would be more secure.

### TRADE NOTES

Russia has just consigned \$100,000,000 in gold to the United States as the basis for new banking credits.

During October 801,471 bales of cotton were exported as against 675,279 in October, 1915.

The British government has suspended until January 1, 1917, the ban against cotton hosiery.

The Samoans are boycotting high-priced American foods and natives have been punished for purchasing such goods from traders.

The United States is rapidly becoming the leading tin exporting nation of the world. In 1898 we exported tinplate to the extent of 20,872 pounds valued at \$962 as against 1916 shipments of 516,257,473 pounds worth \$18,704,000. Much of the tin ore smelted comes from Bolivia, instead of going to Europe as formerly to be reduced.

A project is on foot in Venezuela to provide all the cities of that country with artesian wells. This is an excellent opportunity for American enterprise.

Orders are in hand in Chile for shipment during 1917 of 52,000,000 quintals of nitrate, double the quantity shipped last year.

### ANSWERS TO INQUIRIES

Mr. Aughinbaugh will answer all inquiries about foreign trade subjects promptly by mail. Such answers as are of general interest are printed under this heading. All subscribers to *Leslie's* are invited to make use of this service, which is entirely free.

J. O. H. I doubt if an American sign painter could make a living at his trade in Latin-America.

T. L. A. A mechanical dentist would have no trouble finding work throughout Latin-America or in the Far East.

O. L. L. A colored man, knowing French, might do very well as a local representative for an American house in Haiti where 90 per cent. of the inhabitants are negroes or have negro blood.

A. L. B. Co. You might be able to sell at the present time brewers' supplies to all the Latin-American countries, as breweries are now unable to purchase these requirements from Germany. Your trouble will arise in getting these goods to market.

O. J. J. Woolen underwear of a heavy texture would sell well in Norway, Sweden and Denmark. It would be difficult to get the British Consul in New York to permit the shipment of such goods, for fear that they might be intended for use in Germany.

H. I. J. I have often suggested to American magazines and other publications that a good field awaited them in Latin-America. The nations of Europe supply this want and it is really difficult to purchase American periodicals, although they are always in demand.

T. Y. A. Most of the Latin-American armies have been instructed by German or French officers. As a result their uniforms and equipment are similar to the armies of the nations whose instructors have educated them. It would be difficult to secure orders for American styles of uniform or equipment.

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## WATCHING THE NATION'S BUSINESS

(Continued from page 626)

the expression of the people's wishes in every State. Under the present electoral college method the negro is a liability to the Republicans. If the 13th and 14th Amendments to the Constitution were abrogated and the electoral vote based on Congressional representation allowed to remain, the Southern States from a Democratic standpoint would merely have their present political advantage confirmed by legislative procedure. On the other hand, if the amendments were removed and the popular vote made determinative, their power would be weakened in a partisan sense.

### SECOND-TERM OPPORTUNITIES

THERE are many reasons why a second-term President should be a national asset. Plans for renomination may not require subservience to party, but the party must come first until the prize is gained. The second-term acts call for no such restricted appeal. President Wilson has every opportunity ahead. The railroads can be given fair play without fear of incurring the enmity of the little statesmen. The passage of the Webb Bill, which the President favors, will mean the liberation of our foreign export trade from unbearable hamperings. Both will be good legislation as well as good politics, tending to win the business men of the country to the side of the President and of his party. The Mexican situation, already passed beyond the point of endurance, can be grasped with a firm hand without endangering future personal prospects. A shakeup in the cabinet, relieving it of all light-weights, would strengthen the administration with the people, and help to insure the President a more impregnable place in history than some cabinet historians have accredited to revolutionary worthies. An adequate preparedness program would also be fostered by new control, especially in the Navy. The disentanglement of international diplomacies calls for attainments not fully covered by experience gained in a limited country law practice. All in all, a second-term President has a free hand, if he will only use it, while a close House is a support rather than a hindrance in the passage of constructive measures as opposed to iniquitous "riders" and half-baked legislation.

### GREAT BRITAIN'S SWING TOWARD PROTECTION

BRITISH sentiment respecting a protective tariff has undergone a remarkable change of late. Not only the political leaders but the people as well are back of the demand for protection. Speaking of the trend of public opinion in that quarter, Pierce C. Williams, United States Commercial Attaché at London, now on leave of absence here, says: "All indications point to the fact that a protective tariff will be in effect in the United Kingdom after the war. One of the elements in the situation is the spirit, largely augmented by the war, to weld the British Empire into a stronger unit than heretofore." The belief prevails in Great Britain that thousands of women now engaged in work formerly performed by men will keep their places after peace returns. As this would have the effect of keeping wages down, the workers generally favor a high tariff system partly to help maintain wages and partly in the hope that competition in manufactured articles produced by other countries would be reduced. Still others look for a protective tariff to bring in a revenue on imports that will lighten the burdens of taxation. It is suggested by Mr. Williams that a high tariff in England might render it desirable for American manufacturers in certain lines to establish plants either in England or Canada. This possibility points unerringly to the duty of Congress to safeguard American prosperity against such a blow.



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And the inspectors who put their final O. K.'s on each operation.

Such tests carry out two fundamental policies of The Timken-Detroit Axle Company—

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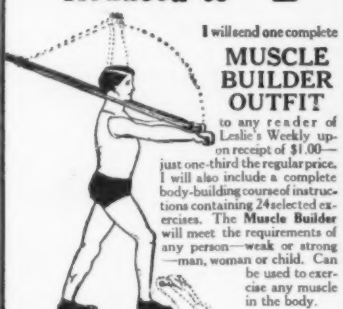
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How they celebrated Hallowe'en Day on the dining cars of the Northern Pacific Railway.

## LESLIE'S TRAVEL BUREAU

EDITOR'S NOTE—This department will give specific information to LESLIE'S readers who are planning to travel at home or abroad. Correspondents are requested to state definitely their destination and time at which the proposed trip is to be made. This will facilitate the work of this bureau. Stamps for reply should be enclosed. Address Editor Travel Bureau, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

### HOLIDAY FESTIVITIES FOR THE TRAVELER

ONCE we sympathized with the "poor unfortunate" whom circumstances compelled to travel on Christmas or Thanksgiving. Now we envy him: No longer does he sit down to a lonely and cheerless meal while visions of an evergreen-decorated home with steaming turkey and plum pudding on the table dance before his eyes. Just as elaborate, if not as loving, preparations have been made for him, for the "soulless corporation" of other days now does more than give its customers mere transportation. Beside his comfort and safety, his pleasure is considered as part of the return for the price of his ticket.

On every steamer the holiday traveler finds reminders of the season in decorations, menu, and entertainment. While all the railroads have not established the custom, many have already inaugurated the Thanksgiving menu and the Christmas dinner, but it remained for the progressive Superintendent of the Dining Car Department of the Northern Pacific Railway to introduce a still more novel arrangement for the pleasure of his "guests" on a holiday, and Hallowe'en was a jolly day on the Northern Pacific. The dining cars were decorated in gaily colored flowers and streamers, and the lampshades were the appropriate pumpkin; the menu contained delectable things to eat long associated with the observance of All Hallow's Day, such as apples, baked squash, pumpkin pie like mother used to make, and, of course, the great big baked potato that has made the Northern Pacific famous. Obsequious hobgoblins served as efficiently as ordinarily attired waiters and lent an air of festivity that was appreciated by all the patrons of the Northern Pacific who had the good

fortune to travel that day. The Northern Pacific won the further approval of many patrons, when, on election day, returns were announced as they were received from telegraph stations along the route. Every traveler on that road was as well informed as those at home. Who knows how long before the baseball scores will be announced on all the principal roads?

Even the hotels are falling in line and catering to the pleasure of their guests. I know one hotel in the South where Christmas carols are sung on the Day of the Nativity, and where the Christmas feast is celebrated in the good old-fashioned English way with a Yule log and a boar's head to mark the occasion. In a popular New York hotel last Easter many of the guests received a potted plant. Lilies and azaleas lent the Easter spirit to many a room in that big hotel and gave the "personal attention" touch to service that is so much appreciated by the lonely guest.

This spirit of consideration for their patrons at holiday seasons has really created a demand for Christmas trips. In response to this appeal from the public, very desirable and inexpensive railroad or steamship tours are now available to those who find it more convenient to take their vacations at this season. Teachers and many professional people find their Christmas vacations can be put to good purpose in the way of acquiring knowledge on a trip to Bermuda, Cuba, or to any of the numerous Atlantic Coast cities to which the leading lines make trips of from two to five days' duration. On the west coast, voyages along the Pacific to warm and sunny southern California, or even to Hawaii, are growing more popular each holiday season.

It is the county seat as well as the seat of the State University. Any reputable lawyer in your city will put you in touch with a good legal adviser in Reno. J. F. T., Washington, D. C. Freight rates on automobiles to be shipped to Porto Rico can be obtained from the New York & Porto Rico Line, with headquarters at New York. The Herera Line, main offices in Havana (Capt. Vacca), will quote you rates from San Juan to Santiago, from which point you can tour almost the entire length of Cuba in your car, starting from the States from Havana. The Peninsular & Occidental Steamship Company, of Key West, will give you auto rates from Havana to Tampa.

S. A. K., El Paso, Texas. The places of historic and geographic interest in the region between El Paso and New Orleans are described in the Wayside Notes of the Sunset Route. The history of New Orleans is briefly and picturesquely outlined in an illustrated brochure on the Crescent City issued by the Southern Pacific Company. Copies of both these booklets being mailed. Make the trip in one direction via Houston and San Antonio and in the other via Dallas and Fort Worth, thus getting a fairly comprehensive idea of the most populous portion of the State of Texas. This will cost more, however, than to make the trip in both directions over the same route.

(Continued on page 639)

## Infantile Paralysis



Left 8-year old Evelyn Olson so crippled she had to crawl on her knees. Five months' treatment at the McLain Sanitarium

restored her feet and limbs to the satisfactory condition shown in the lower picture. Her mother has this to say:

We feel it our duty to recommend your Sanitarium. Evelyn was stricken with Infantile Paralysis in August, 1915. March 1, 1916, we carried her to you. Five months later she could walk without crutches or braces. Words cannot express our thanks.

MRS. JOHN OLSON,  
R. D. 7, Grinnell, Iowa

### For Crippled Children

The McLain Sanitarium is a thoroughly equipped private institution devoted exclusively to the treatment of Club Feet, Infantile Paralysis, Spinal Diseases and Deformities, Hip Disease, Bow Legs, Knock Knees, Wry Neck, etc., especially as found in children and young adults. Our book, "Deformities and Paralysis"; also "Book of References" free on request.

The McLain  
Orthopedic Sanitarium  
905 Aubert Ave., St. Louis



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**VIRGINIA, N. C., W. VA., & OHIO FARMS** at \$15.00 per acre and up offer big value for the price. Best climate, markets, schools, and transportation. Good land and neighbors. Write F. H. LaBaume, Agri. Agt., N. & W. Ry., 244 Arcade, Roanoke, Va.

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## TRAVEL BUREAU

(Continued from page 638)

E. E. B., Ithaca, N. Y. Both Porto Rico and Cuba abound in attractive and interesting places for the winter tourist. The climate is delightfully tropical, and the cities unique and as foreign as though they were not at our very doors. The excellent motor highways of Porto Rico enable one to become easily acquainted with the smaller places, and the railway service of Cuba enables one to see this island from end to end in easy stages. Both the Ward Line and the United Fruit Company have service from New York to Havana. From the Cuban capital you could tour the island and return to New York via the Munson Line from Antilla. Fare New York to Santiago and return \$86.50; New York to Havana and return via Ward Line \$90, meals and berth included; via United Fruit \$76, meals a la carte. Circle tours New York to Havana, rail across Cuba, return via Munson Line \$93.90. 16-day cruise New York to Porto Rico and return \$85.50 and up.

L. L. Williston, N. D. 1. Up to the present writing the Alaska Steamship Company has not announced any sailings between the Atlantic and the Pacific coasts other than those scheduled for February 7th, eastbound, and January 4th and March 15th, westbound. You could make the trip to San Francisco via Panama at any time by breaking the journey at the Isthmus. Sail from New York via the United Fruit Line for Colon, thence cross to Panama and take either the Pacific Mail or Japanese Line to San Francisco. Sailings on the west coast, however, are very irregular. Rates, while not exorbitant, are not charitable and the journey from Panama to San Francisco alone takes from three weeks to 27 days. 2. Rate from St. Paul to New York, \$28.60, San Francisco to San Francisco, \$57.45. 3. The quotation of \$220 to \$275 for the Alaska S. S. trip from San Francisco to Philadelphia includes berth and meals.

L. S. McD., Culpeper, Va. As you desire to travel through Tennessee, Arkansas and Oklahoma on your way from Roanoke to New Orleans instead of going direct, an interesting route would be through Bristol, Knoxville and Chattanooga, thence to Memphis, across Arkansas to Little Rock and Fort Smith, thence to Guthrie, south through Fort Worth and Dallas, thence to Shreveport and New Orleans, returning via Birmingham, and Chattanooga. This trip will take in many of the historic points in eastern Tennessee, a scenically beautiful region, and will give you a fair idea of the newer and thriving cities of the South. This trip will cost about \$35 more than to travel to New Orleans direct. By using mileage from Roanoke to Memphis on the outward journey and from New Orleans to Roanoke return, a considerable saving can be effected.

W. W. Liberty, Mo. The China Mail and Toyo Kisen Kaisha (under oriental flags) both sail from San Francisco for the Orient, touching at Honolulu. The next sailing of the China Mail is December 22nd, that of the Toyo Kisen Kaisha December 8th. The two lines mentioned, as well as the Oceanic Steamship Line and the Canadian-Australasian Line for the South Seas, all make Honolulu a port of call en route to other points. The sailings of most of these lines are semi-monthly, with the exception of the Canadian-Australasian which is monthly. 3. American cooking is served on all lines. 4. The Toyo Kisen Kaisha is highly recommended and is the best line to serve you if Hawaii and the Orient are your destination points. Send for booklets on Honolulu, Japan, and China that may be of value. For further information on Honolulu call on or write to A. P. Taylor, Hawaii Promotion Bureau, Honolulu, who will advise you as to hotels, rates, sight-seeing, etc.

## NEW YORK'S GOOD SHOWS

### ATTRACTIONS TO WHICH YOU MAY SAFELY TAKE YOUR WIFE OR SISTER

Aeolian Hall	Concerts	Leading artists in recitals
Belasco	Seven Chances	Amusing comedy of marriage in haste
Booth	Getting Married	William Faversham in Bern and Shaw's play
Carnegie Hall	Concerts	Music of a high class
Casino	Follow Me	Musical comedy with Anna Held
Century	The Century Girl	A big show with many stars
Cohan's	Come Out of the Kitchen	A new comedy starring Ruth Chatterton
Cohan-Harris	Capt. Kidd, Jr.	Not all new, but very pleasant
Comedy	Washington Square	Four one-act plays
Cort	Upstairs and Down	Laughable comedy
Criterion	Major Pennington	John Drew in dramatization of Thackeray's novel
Elliot's	Fixing Sister	With William Hodge
Eltinge	Cheating Cheaters	Comic melodrama of merit
Empire	Mime, Sorah	In repertoire
Fulton	Arms and the Girl	Pleasant comedy of war and love
Gaiety	Turn to the Right	Laughable comedy of rural life
Globe	The Harp of Life	With Laurette Taylor
Harris	Our Little Wife	With Margaret Illington
Hippodrome	The Big Show	With Pavlova as an added act
Hudson	Pollyanna	Well played but silly comedy
Knickerbocker	The Music Master	David Warfield in an old favorite
Little Theater	Pierrot the Prodigious	Unusual old-time pantomime
Longacre	Nothing but the Truth	William Collier in entertaining farce-comedy
Lyceum	Mid-A Minute	Kendall
Manhattan	Ben Hur	A big and spectacular production
Metropolitan	Grand Opera	Opera Company
New Amsterdam	Miss Springtime	Highly enjoyable musical comedy
Playhouse	The Man Who Came Back	Tense and effective melodrama
Punch and Judy	Treasure Island	A good cast presenting Stevenson's famous story
Republic	Good Gracious	A clean and funny farce
Shubert	So Long Letty	Thoroughly enjoyable
39th Street	Old Lady 31	Ensemble drama in a successful comedy
44th Street	Flora Bella	Lina Abartanell in musical comedy
48th Street	The 13th Chair	A mystery melodrama



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Parents, boys and girls and guests are all fascinated by the royal games of Carom and Pocket Billiards when played on Brunswick Tables in cozy home surroundings. Some styles can be set up quickly anywhere and taken down easily after play.

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### When You're A Little Tired or Hungry Eat Butter-Kist

At such times do try a bag or more of Butter-Kist. You will then see how restful, refreshing and nourishing it is—more wholesome and easily digested than most foods—a delightful meal for the children.

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There is no other way on earth that makes pop corn like the automatic Butter-Kist Machine. It automatically pops the corn, removes the unpopped grains, toasts the popped ones to an appetizing crisp and butters each one to just the right proportion with pure creamery butter. No human hand touches Butter-Kist. It is scientific, clean, wholesome.

There are Butter Kist Machines nearly everywhere. If there is none in your vicinity please tell us. Look for the machine like the one in the illustration and see that the bag has the Butter Kist Kiddies on it. Then you know it's Butter Kist—5, 10 and 25 cents everywhere.

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A stage has been reached in this bull market when it is desirable for investors to look further than the immediate future.

To regulate your investment position properly, you should have a fair understanding not merely of the possibilities of further war profits, but of the conditions which will govern business after the war.

We have outlined our views on problems of the future in a chart with an interesting explanation.

Send for Circular S-4

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should be made only after a thorough investigation of the fundamental conditions back of each one of them. Though

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## JASPER'S HINTS TO MONEY-MAKERS



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Lately appointed general superintendent of the Lehigh Valley Railroad, with headquarters at South Bethlehem, Pa. He began his railroad career with the Reading 25 years ago as a stenographer.



G. H. RICHARDS

Secretary of the Minnesota Bankers' Association, and widely known and highly esteemed among the bankers of the great Northwest.



EDWARD J. CORNISH

Recently elected President of the National Lead Company, with which he has been connected since 1906 and which he had served as vice-president. He formerly practiced law.

NOTICE—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of LESLIE-JUDGE Company, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Ave., New York. Anonymous communications will not be answered.

STOCKHOLDERS of the Union Bag & Paper Company have every reason to be proud of the report which their excellent committee, of which August G. Heckscher is Chairman, will be able to make at the next annual meeting. The stock has once more been placed on a 6 per cent. dividend-paying basis, though the earnings would justify a still higher rate. The conservative course recommended by President Wallace and his associates of conserving the surplus for lean years commends itself to every corporation that is making abnormally large earnings.

Abnormal earnings in any line of development always lead to wild speculation in enterprises promoted by those who seek a profit at public expense. In the old days when "Coal Oil Johnny's" extravagances were the talk of the press, and when lucky strikes in the oil regions were making many men suddenly rich, an astonishing number of oil companies were organized and their shares offered to the public with all sorts of promises of big profits. Suddenly the bottom fell out of oil speculation and many rich were bankrupted, and many poor left penniless.

This era of big profits in some enterprises has bred a line of speculative schemes widely advertised and promoted by some of the most unscrupulous tricksters out of jail. It is astonishing how susceptible the thoughtless public is to the false inducements these promoters hold out.

Because the leading automobile companies are making large returns, or because the well-established copper mines are paying large dividends, or because the Standard Oil and other established oil stocks are making good returns, some people imagine that every automobile, copper or oil company must do the same. So the public is asked to put up the money to exploit new schemes, a fancy name for an automobile is devised and the public is told how much money others are making in the business and it is invited to put up the funds for some one else to engage in the undertaking. If the enterprise happens to be honestly conducted and succeeds against the terrific competition of the established concerns (which is taking one chance out of a hundred), the subscribers get something back, but the promoters get the bulk of the profits.

If the concern fails, the poor public stands all the loss and the promoter, who has looked after his own interests safely, simply smiles and goes after new victims. I again admonish my readers if they want to engage in speculation, or to invest, to follow the example of all who ever succeed in speculation or investment and trade in stocks that have a ready market such as are sold on the exchanges, stocks that have real value, that have made other people rich and that promise to be a source of profit to their holders for all time to come.

Y., Pittsburg, Pa.: Willys-Overland Co. is flourishing and its stock looks attractive at present figures.

C., Franklin, Pa.: Sapulpa Oil is one of the best of the minor oil stocks, being a dividend payer and reporting large earnings.

M., Avery, Idaho: Houston Oil common is a long-pull speculation. The preferred around 60 is a fair business man's investment.

D., La Crosse, Wis.: It is always safest to take a good profit. In a boom market the stocks you name might go higher. After sharp rises reactions are natural.

E., Baltimore, Md.: Shannon Copper has not paid dividends for several years. It is a high-cost producer. Consolidated Arizona, selling much below par, is not a promising speculation.

R., Milwaukee, Wis.: Utah Power & Light Co. is paying its preferred dividend regularly and reports a good surplus for the last fiscal year. The preferred is a fair business man's investment.

M., Cherry Valley, N. Y.: Intercontinental Rubber is highly speculative, whereas Anglo-American Oil is a sound investment, paying about 6 per cent. on market price. The company is rolling up a big surplus.

W., Lancaster, Pa.: 1. Manhattan Electrical Supply Co.'s two classes of stock are dividend payers. The common, selling very low, is a fair speculation. 2. The Couden stocks are dividend payers and are among the better class of low-priced oil stocks.

T., Philadelphia, Pa.: While the condition of Cramp & Sons' Ship and Engine Building Co. is improving, it has paid no dividends since 1900. Phila. Rapid Transit, after 12 years of existence, lately declared an initial dividend of \$1 per share. Earnings are reported increasing.

E., Syracuse, N. Y.: Oklahoma Producing & Refining is still a speculation, though paying dividends at the rate of 10 per cent. If you buy the additional stock offered you will lower average cost of shares. This would seem advisable at present, as the company reports good earnings.

M., Washington, D. C.: 1. Butte & Superior, Anaconda and Chino are fair mining speculations if bought on reactions. But their speculative possibilities have been largely discounted. 2. Russian and Italian loans are no doubt safe, with a speculative possibility in the matter of exchange.

W., Washington, D. C.: 1. International Nickel will be a good speculative investment so long as the high price of nickel is maintained. 2. Crucible Steel common, paying no dividend, is far from being in the same class with U. S. Steel or Lackawanna Steel common, both big earners and generous dividend payers.

S., Providence, R. I.: 1. Chile Copper is not likely to yield any return for a long time to come. It was lately boomed on the rumors of a great copper merger, which may not materialize. It would be prudent to take your profit. 2. American Can common has been a disappointment to the speculating public. Better buy a stock which is steady-going and a dividend payer. 3. Laclede Gas is a good public utility investment.

G., New York: All the stocks in your list are good investments for a business man, but I should give preference to preferred stocks whose common also pays dividends. American Can common, Pac. T. &

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We Pay 6% Secured by Oklahoma Farms worth three times the value of the loan. The demand for these first mortgages in unsettled times indicates their unusual stability. First mortgages do not shrink in value—they are safe and sure. Interest always paid date it is due. Over \$1,000,000 loaned and not a single cent lost to any investor or a single foreclosure sale made. Isn't a first mortgage the right investment for you? Write for booklet describing methods, and lists of loans from \$500 to \$10,000.

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Oklahoma City, Oklahoma

## Motor Stocks Copper Stocks Standard Oils

Tell us what you are interested in and we will send you our Statistical Book containing full data that will enable you to make purchases with a full knowledge of intrinsic values.

"Partial Payment Plan"

L.R. LATROBE & Co.  
111 Broadway New York

WHETHER it's \$100 or many thousands that you want to invest, you will find it profitable to consider the reliable and convenient investment service afforded by the financial houses which have established special facilities for handling out-of-town accounts.

Their invitations to serve you, as they are serving thousands of others, appear in this and other issues of Leslie's.



T. common, Pressed Steel Car common, Railway Steel Spring common, Republic Iron & Steel common, S. S. S. & Iron common, and Va. Car. Chem. common pay no dividends. Neither does U. S. Rubber common, but the second preferred does. There is no Diamond Match preferred. The stock is all of one class.

L. Appleton, Wis.: Motor stocks show signs of recovering from their recent depression. I would not sacrifice Studebaker common.

P. Ashlan 1, Pa.: Ray Hercules is selling a little above par on its prospects and not because of realized profits. It is only a speculation.

S. Hastings, Neb.: Canada Copper is a long-pull speculation, there being no dividend in sight. It is not likely that taxation will seriously affect the company if it becomes a big producer.

C. Franklin, Pa.: Old Rock Island and Old Wabash stocks have no value now. Old Rock Island has been dissolved. Wabash has been reorganized and it is too late to pay the assessment.

M., Houston, Tex.: Alaska Gold Mines' conditions are reported improved. The very low grade of ore has been passed through, but the stock is still highly speculative, though selling above par.

T. Altoona, Pa.: A "safe speculative" stock is a contradiction in terms. International Nickel common and Goodrich Rubber common are dividend payers and fair speculations.

M., Washington, D. C.: Maxwell is one of the best motor stocks. The first preferred is 7 per cent. cumulative, while 6 per cent. is being paid on second preferred and 10 per cent. on common. As to future prices I make no prediction.

P., Independence, Iowa: It is not possible to forecast the future price of American Car & Foundry. With its present low dividend, it would not sell so high if it were not for expectations concerning it that have often been disappointed.

R., St. Louis, Mo.: Deere & Co. preferred has a consistent record as a dividend payer. It has already recovered nearly half its decline. The latter appears to have been merely a market incident. It would seem wise to hold the stock.

J. H., Portland, Ore.: American Marconi Wireless can hardly be considered "a good investment," even for a long pull. The company's earnings have improved but dividends are still remote. Pierce Oil is a fair long-pull speculation.

L., Philadelphia, Pa.: Lee Rubber & Tire has paid two quarterly dividends (regular and extra), aggregating \$1.50. It is a moderately good business man's investment. Lake Superior Corporation has not been operated profitably, but latest reports say that it is doing better.

C., Weehawken, N. J.: 1. United Railways Investment Co.'s California properties do not appear to be very profitable. They return no dividend. The income on U. R. I.'s holdings of the Phila. Co. stock yield about 5 per cent. on U. R. I.'s capital stock. 2. Davison Chemical Co. has a large business, has begun to pay dividends and its stock is well regarded.

K., Pittsburg, Pa.: International Paper preferred and Corn Products preferred are attractive speculations owing to the large earnings of the companies and probability of payment of dividend arrears. International Paper common is probably high enough for its present outlook. Corn Products common is a long pull. Pure Oil is prospering and has paid this year 100 per cent. on par (\$5). It is a good purchase at 21.

G., New York City: Speculation in American Writing Paper appears to have been overdone. Its recent high price was hardly warranted. The speculative possibilities of International Mercantile Marine stocks seem to have been discounted for the present. Chicago Great Western's income has so increased that it pays 4 per cent. on preferred. The latter is a fair business man's speculation but the common is a long pull.

B., River Edge, N. J.: Columbia Gas & Electric has not developed its business to the dividend-paying point. It would be better to buy the other two stocks you mention, Illinois Pipe Line and Galena-Signal Oil. These belong to the S. O. group. Ill. P. L. pays about 6 per cent. on market price. Galena-Signal Oil common yields 12 per cent., or about 6 per cent. on current quotation, while the preferred, an 8 per cent. issue, returns over 5 per cent.

J., West Point, Ga.: Midvale was adversely affected by the disclosure that it had made no money on war orders. It is, however, doing an extensive domestic business and is still a promising speculation. The coppers rose sharply on a rumor of a coming merger, but declined when this was discredited. The leading coppers, bought on material reactions, are attractive speculations. Any of the seasoned dividend-paying railroad and industrial stocks purchased on declines are likely to reward the purchaser well.

P., Boston, Mass.: The safest possible securities in which to invest \$75,000 are first mortgage railroad, public utility and industrial bonds of corporations which pay dividends on their stock issues, and sound farm mortgage and real estate bonds. Many of these make good returns. The following, whose yields are excellent, are conservative investments: American Sugar pfd., American Smelting pfd., American Woolen pfd., Atchison pfd., St. Paul pfd., General Motors pfd., Great Northern pfd., K. C. Southern pfd., National Lead pfd., U. S. Rubber first pfd., U. S. Steel pfd. There is more speculative possibility in common than in preferred stocks. Providing the railroads are given fair play such standard dividend-paying common stocks as Atchison, U. P., So. Pac., N. Y. C., Penna., Norfolk & Western, Northern Pac. and St. Paul are desirable. Obtained on reactions. Industrial stocks like American Sugar com., National Lead com., Lack. Steel com. and a variety of public utility common stocks are good business men's investments. The best coppers have been bought for short turns.

New York, November 30, 1916.

JANER.

#### FREE BOOKLETS FOR INVESTORS

Readers who are interested in investments, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stocks, bonds or mortgages, will find many helpful suggestions in the announcements by our advertisers, offering to send, without charge, information compiled with care and often at much expense. A digest of some special circulars of timely interest, offered without charge or obligation to readers of Leslie's follows:

Perkins & Co., Lawrence, Kans., who have been in business 36 years, recommend 6 per cent. first mortgage loans of \$200 and up. Those interested should ask the company for its loan list No. 716.

Bonds accepted by the Federal government as security for Postal Savings Bank deposits, free from income tax and yielding 4 to 5½ per cent., may be had of the New First National Bank, Dept. 5, Columbus, Ohio. Write to the bank for its free Booklet E, "Bonds of Our Country."

One of the best and most sensible Christmas gifts is a \$100 bond. Bonds of this denomination, of well-known issues, that are legal investments for trustees and savings banks, are recommended by Merrill, Lynch & Co., 7 Wall Street, New York. Their list L. W. will be furnished without charge to anybody who may apply for it.

Motor, copper and Standard Oil stocks change in price frequently enough to make them attractive to speculators, and yet their intrinsic worth appeals to investors. L. R. Latrobe & Co., 111 Broadway, New York, will send to any investor their Statistical Book, containing full data enabling one to make intelligent purchase of these securities. The firm deals on the partial payment plan.

The "odd lotter" is a steadily increasing power in the stock market. John Muir & Co., specialists in odd lots and members New York Stock Exchange, 61 Broadway, New York, have prepared an interesting and useful Booklet, K-4, "Odd Lot Orders," which tells how lots of less than 100 shares are bought and sold. This helpful publication will be sent without charge to any address.

One cannot judge of the value of securities unless he knows the effect upon them of what happens in the financial world. The widely quoted "Bache Review" provides clear and condensed information to investors and also gives suggestions for investment. Copies will be sent without charge to all applying for them to J. S. Bache & Co., members New York Stock Exchange, 42 Broadway, New York.

The way to a competency is found in promptly investing one's savings even though they may be small. In Booklet No. 30, Harris, Winthrop & Co., members New York Stock Exchange, 50 Wall Street, New York, and the Bookers, Chicago, tell how one's savings can pay for standard securities by means of moderate initial and subsequent payments. The booklet will be sent without charge to any applicant.

Some of the finest agricultural land in the United States lies in Oklahoma and efficient farmers there are very prosperous. The National Bank Building, Inc., 28 State National Bank Bldg., Oklahoma City, Okla., are offering 6 per cent. first mortgages on Oklahoma farms. The firm has been in successful business for several years. It will mail free a booklet describing methods and list of loans from \$300 to \$10,000.

Sound real estate bonds are in increasing demand all over the country. The Tiltonson & Wolcott Co., investment bankers, Cleveland, Ohio, and 115 Broadway, New York, deal in first mortgage corporation bonds yielding 5½ to 6 per cent. Nearly every issue this firm has offered has been bought in part by banks and fiduciary institutions. Full and interesting details are contained in the Tiltonson & Wolcott Co.'s latest circular which may be had without cost on application.

Buyers of securities which do not fluctuate have less anxiety than those who speculate. S. W. Straus & Co., 150 Broadway, New York, and Straus Bldg., Chicago, recommend as safe and stable their first mortgage serial real estate bonds based on selected properties in large cities. The bonds are well protected by earnings and yield 5½ per cent. They come in denominations of \$100, \$500 and \$1,000. Write to Straus & Co. for Circular No. K-602, giving all particulars.

Good bonds stand the acid test of even generally unprosperous years. An exposition of this is given in free Booklet L-300 issued by A. H. Bickmore & Co., 111 Broadway, New York, which describes "How Ten Selected Bonds Acted" during the last 3 years. The majority of these bonds reflect the successful management of Samuel Insull, the well-known public utility financier. Every investor interested in safety, price stability and good income return should write to Bickmore & Co. for this booklet.

The widely separated location of the properties, diversification of the cities and sections served and the multiplicity of their resources are elements of strength for Standard Gas and Electric Co. securities. An elaborate illustrated book describing these public utility properties, and the 6 per cent. gold notes, sold to yield 6.45 per cent., will be sent without cost to any investor writing to H. M. Bylesby & Co., 204 So. La Salle Street, Chicago, or Trinity Building, New York. Ask for Book and Circular L-24.

The class of securities bought by leading banks should be carefully considered by conservative investors. Banks diversify their investments, purchasing government, municipal, railroad and public utility bonds of merit. Any well-informed investor can do the same. That strong and reliable bond house, The National City Company, National City Bank Bldg., New York, has a wide selection of bonds meeting the requirements of institutional and individual purchases. Send for List L-54 and become well posted on these opportunities for diversified investment free of income tax.

Loans on first-class farming lands have the safest basis possible. If the property is properly appraised and the margin of value over the mortgage is ample. The American Trust Co. of St. Louis, which makes a specialty of farm mortgages, proclaims adherence to the above principle. The company is strong and state inspected and has sold many millions' worth of this class of securities, paying 5 to 6 per cent., in amounts of \$100 up. It issues an illuminating publication, "Farm Mortgages," and anybody can get it who writes for Book No. 151, to Investment Dept., American Trust Co., St. Louis, Mo.

#### THE RUSH FOR BONDS

WHILE speculation in nearly all manner of securities has been going on merrily during the past few months, permanent investment has been keeping pace with it. One evidence of this is the increasing demand for good bonds of all descriptions. These securities are, in most instances, not bought with the idea of selling them in case of changes in market prices. The intent is to put them away in strong boxes and to hold them for the safe and steady income they yield irrespective of fluctuations in current values. Bond houses report that their orders are so numerous and urgent that they have at times had difficulty in filling them. The shortage in certain lines of these issues—notably public utilities—has lately caused an advance in prices. Some time ago it was stated that desirable farm mortgage bonds were no longer so plentiful as formerly; but these and real estate bonds do not fluctuate in price however strong the demand for them.

There appear to be several reasons for the improvement in the bond market and for the enhancement of bond values: Larger earnings of the companies issuing them, creating more confidence in the securities; larger surpluses of funds in the hands of investors due to the present prosperity in various quarters; the growing realization by savings bank depositors that it is as easy for them as for the banks to secure safe bonds yielding more than bank interest; and a desire on the part of conservative investors to diversify their holdings. The last-named is one of the most potent factors in the situation, the wisdom of not having all one's financial eggs in a single basket having never been more apparent than in these times. In view of all this, further advances are not unlikely, and therefore forehand buyers of bonds will place their orders with responsible houses without delay.

D., New York: Baltimore & Ohio ref. 5's, Liggett & Myers 7's and P. Lorillard 7's are all in the class of desirable bonds.

F. M. H., Buffalo, N. Y.: The city of Montreal 5 per cent. gold bonds are now selling at 99¼ and are yielding about 5.5 per cent.

M., Roanoke, Va.: Standard Gas & Electric 6 per cent. notes are issued in denominations of \$100, \$500 and \$1,000. Selling at 96 their yield is about 6.34 per cent.

M. R., Williamstown, Mass.: The State of California 4 per cent. bonds concerning which you inquire yield about 3.9 per cent. at the present prices. They are tax-free in California.

A. L., Scranton, Pa.: The \$100 denominations of the American Foreign Securities 5 per cent. collateral notes yield 5.36 per cent. at their price of about 99. This is an excellent short-term bond, maturing in 1919. The securities deposited by the French Government amply secure the loan.

E. F. B., New York: The American Tel. & Tel. Company's 30-year collateral trust bonds appear a good investment. Mr. Vail's own statement that the increase in the surplus revenue of the company will more than take care of all the charges on the securities proposed is an excellent guaranty.

P. V., Cleveland, Ohio: At the offered price the new loan Dominion of Canada 5's yield 5.3 per cent. They mature October 1st, 1931, and are offered for subscription at 97½. Denominations of the coupon bonds are \$100, \$500, and \$1,000, while the registered bonds are in denominations of \$1,000 and up.

I., Jacksonville, Fla.: City of Paris 5-yr. 6's yield approximately 6¼ per cent. at current prices. They are listed on the New York Stock Exchange. You can purchase them through any bank or by mail from any of the investment houses advertising in LESLIE'S. Those houses which conduct partial payment departments will purchase for your account on a small initial payment, and even smaller monthly payments. Your payments are drawing interest for you until the bond is finally yours outright.

W. V. M., Nowata, Okla.: The municipal improvement 5's offered by the city of Muskogee in your state are issued in denominations of \$1,000. They are eligible to secure postal savings deposits at 80 per cent. of the par value. Their maturities and prices are stated as follows: \$35,000 due March 1, 1926, at 104.544; \$52,000 due October 1, 1928, at 105.511; \$50,000 due September 1, 1935, at 107.623; \$100,000 due January 1, 1941, at 108.869. Accrued interest to be added. At these prices the bonds would yield 4.4 per cent.

B., Chicago: The new Russian Govt., 5-yr. 5½'s are being offered at a price of 94¼, to yield 6¼ per cent. These are issued in denominations of \$1,000 and larger. Principal and interest are payable in New York, though the option of receiving payment of the principal in rubles at the rate of exchange prevailing in 1921 offers a privilege of additional value. The object of this loan is to facilitate the continuation of our growing export trade with Russia. It is a business man's investment. You can purchase these bonds through any bank or investment house. Write to any of those advertising in LESLIE'S for information.

#### Investment Elements

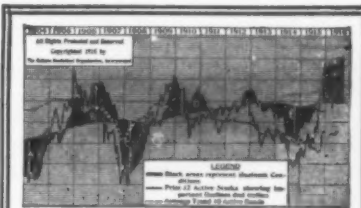
- 1—In variety of issues
- 2—In range of maturities
- 3—In diversity of locations
- 4—In breadth of markets

—our lists offer unusual opportunities for institutional and individual investors to practice the sound principle of diversification of investments.

Send for December List L-55, showing comprehensive selection of Municipal, Railroad, Industrial, Public Utility and Foreign Government Bonds.

#### The National City Company

National City Bank Building  
New York



#### What to Invest In

Babson clients are kept constantly informed on the proper securities to buy. Our advisory department also cautions them against when and what not to buy.

Avoid worry. Cease depending on rumors or luck. Recognize that all action is followed by equal reaction. Work with a definite policy based on fundamental statistics.

Particulars sent free. Write to Department L-34 of the

**Babson Statistical Organization**  
Statistical Block, Wellesley Hills, Mass.  
Largest Organization of Its Character in the World

Business men, bankers and investors are anxious to keep posted as to the effect in the financial and business world, of the great events which are transpiring. A current magazine recently said:

"The Bache Review is known for its sound and unprejudiced opinion of events. Not only is it valuable as an aid to stock investments, but the Review is highly regarded by business men everywhere as a reliable authority on the current business situation."

#### The Bache Review

With Suggestions for Investment  
will be mailed free on application to  
**J. S. BACHE & CO.**  
Members New York Stock Exchange  
42 Broadway, New York

#### FAJARDO SUGAR

The report of the Company shows manufacturing profits of 51¼% on the total outstanding capitalization, for the year ending July 31st, 1916.

The outlook for the current year indicates increased earnings. The stock of this Company offers an exceptional opportunity for investment.

We specialize in this stock and invite inquiries.  
**Tefft & Co.** 5 Nassau St.  
Tel. 5400 Rector  
Members New York Stock Exchange



## If You Lived As The Cave Man Lived

*Your health would take care of itself*

**T**HE cave man ate coarse food and lived a strenuous life in the open. His digestive apparatus was suited to that kind of an existence.

You inherit from the cave man the same internal mechanism, but you eat different food and you lead a different kind of a life.

Hence the almost universal prevalence of constipation and its constant menace to health.

Your problem is to adjust that "cave man" internal mechanism of yours to the sedentary life and concentrated food of civilized man. NUJOL accomplishes this adjustment by preventing the bowel contents from becoming hard, thus making natural movements easy. It doesn't upset the ordinary processes of digestion and it doesn't form a habit.

NUJOL is sold in pint bottles only, at all drug stores. Refuse substitutes—look for the name NUJOL on the bottle and package.

STANDARD OIL COMPANY  
(New Jersey)  
Bayonne Dept. 14 New Jersey

# Nujol

## FOR CONSTIPATION

Send for booklet, "THE RATIONAL TREATMENT OF CONSTIPATION." Write your name and address plainly below.

Name.....Address.....City.....State.....

## MEN WHO ARE MAKING AMERICA

(Continued from page 635)

philanthropist. The list of civic and philanthropic organizations in which he is interested is long. He has given half of his adult life and much money to these societies.

His favorite is the Associated Jewish Charities of Chicago, of which he has been president for many years. Mr. Rosenwald takes great pride in the fact that the cost of collecting and disbursing the funds of this organization—\$600,000 last year—is only one per cent. of the amount disbursed.

In civics Mr. Rosenwald is doing invaluable work for his home city as chairman of the Chicago Bureau of Public Efficiency, promoting efficiency and economy in the administration of local government.

Mr. Rosenwald celebrated his 50th birthday on August 12, 1912, by making gifts totaling \$700,000 to various worthy organizations, including \$250,000 to the University of Chicago, \$250,000 for a Jewish charity building on the West Side of Chicago, \$50,000 for a Social Workers' Country Club near Chicago and \$25,000 to Tuskegee Institute offshoots, including rural schools for negro children. In 1911 he offered to contribute \$25,000 for a colored Y. M. C. A. building to every community in the United States which within five years would raise by popular subscription an additional sum of \$75,000. More than a dozen cities qualified.

Within the last two or three years he has assisted in building about 200 schools in colored rural communities, principally in very poor districts of the South. The late Booker T. Washington found in Mr. Rosenwald (a trustee of Tuskegee Institute) one of his staunchest supporters. Mr. Rosenwald more than once hired special trains and took large parties to see Tuskegee.

President Wilson recently appointed Mr. Rosenwald to the Advisory Commission of the new Council of National Defense.

Of course, we talked about the European war. During this conversation Mr. Rosenwald suggested a plan that ought to "start something" in the United States.

"I believe," he said, "a fund of \$100,000,000 should be subscribed now, to be available as soon as the war ends, as America's contribution toward the cost of rehabilitating all the countries ravaged by the conflict; a fund not for the care of dependents, but to be applied for construction where required."

I asked Mr. Rosenwald with whom among the warring nations his sympathies lay.

"With all who are suffering," he replied. But he did not tell me what I learned elsewhere that his contributions to war sufferers have averaged considerably more than \$10,000 a month for the last two years.

A beautiful incident occurred while I was in Mr. Rosenwald's office. The telephone rang and his face broke into smiles. Turning to me, he said excitedly: "That was my mother. She is coming to see me. She hasn't been here in four years." From this on he kept glancing out of the window, and the moment she appeared he rushed to meet her. After that he ceased to act as president of Sears, Roebuck and Company. He became just "Julius" and all business, so far as he was concerned, was off.

"Every morning in his life," one of his associates confided to me, "Mr. Rosenwald visits his mother before coming to work. And when he returns from out-of-town trips, no matter how we may be clamoring for him at the office, he first visits his mother, who is in her 84th year and active in mind and body. Mr. Rosenwald once remarked to me, 'I regard as a fresh gift from God every day He spares her to me.'"

NEXT WEEK, THE STORY OF JOHN N. WILLIAMS, WHO SAVED THE OVERLAND COMPANY FROM FAILURE BY BRAINS AND \$7,500 IN CASH

## A MERRY CHRISTMAS FOR THAT BOY OF YOURS



Your boy's Christmas will be the happiest ever, if you will send him **THE BOYS' MAGAZINE**. It is a gift that lasts a whole year.

If you have no boy of your own, then get this splendid magazine for some boy in whom you are particularly interested; you could not give him a greater pleasure or a stronger influence for good. **THE BOYS' MAGAZINE** is check-full of clean, inspiring, stories and articles by the very best boys' writers. Practical and instructive departments devoted to Electricity, Mechanics, Athletics, Photography, Carpentry, Stamps and Coins. Beautifully illustrated in black and white and in colors. Over 150,000 boys from 8 to 18 years read **THE BOYS' MAGAZINE** each month.

**SPECIAL OFFER:** For only \$1.50 we will send **THE BOYS' MAGAZINE** for a whole year and this wonderful Electric Engine. This engine is a perfect piece of workmanship. Runs at variable speeds, either forward or backward, from 150 to 3,000 revolutions a minute on one dry battery. Both speed and reverse are governed by the controlling lever. Has sufficient power to run other toys. Safe, easy to operate. A marvel of mechanical and scientific ingenuity.



Christmas will be here before you know it; make some boy happy. Give him a Christmas that he will remember for a whole year. Send your subscription to-day. It will be entered promptly and the Electric Engine will be forwarded at once, all transportation charges prepaid.

We will refund your money promptly and without question if you are not more than pleased. Address **THE SCOTT F. REDFIELD CO.**, 936 Main St., Southport, Pa.

## "DON'T SHOUT"



"I can hear you with the **MORLEY PHONE**. It is invisible, weightless, comfortable, inexpensive. No metal, wires nor rubber. Can be used by anyone, young or old. The **Morley Phone** for the **DEAF** is to the ear what glasses are to the eyes. Write for Free Booklet containing testimonials of users all over the country. It describes causes of deafness; tells how and why the **MORLEY PHONE** affords relief. Over a quarter of a million sold. **THE MORLEY COMPANY** Dept. 774 Philadelphia.

## Make \$30 to \$60 Weekly

Selling our new unequalled gasoline table and hanging lamp for lighting city and rural homes, stores, halls, churches. Most powerful light known. **ABSOLUTELY SAFE.**

**WE LOAN YOU SAMPLE**

More brilliant and many times cheaper than gas or electricity. Guaranteed five years. Everyone a possible customer. No experience necessary. Exclusive territory free. Write today.

**SUNSHINE SAFETY LAMP CO.** 404 Factory Bldg., Kansas City, Mo.



### 2 CREDIT \$2 A MONTH

Wore's Great Watch and Diamond Sale

SPECIAL \$29.50 GENUINE DIAMOND RING A Wonderful Value, \$4.50 Per Month

Send for **BIG FREE CATALOG**

BUY A GENUINE 15-17-19 or 21-JEWEL WATCH Elgin, Waltham, Howard, any watch you want Wonderful values, diamonds, watches, rings, jewelry, up-to-date designs. Buy the Ware Way Easy Payments, you will never miss the money. Write today.

**ALFRED WARE CO.** Dept. 622 St. Louis, Mo.

## BE AN ARTIST

Make Money Drawing Comic Pictures. Let the World's famous cartoonist, Eugene Zimmerman, spill a few ideas into your head. Get the **Zim Book**—it's chuck full of valuable suggestions. Price \$1.00, postpaid. Bound in 3-1/2 Morocco. Satisfaction guaranteed. Money back if book returned in ten days.

Address **Zim Book** Brunswick Bldg. Desk 12-7 New York

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He will be pleased with 1/2 doz. fine, pure Linen Handkerchiefs, and latest pattern Silk Necktie, in neat Christmas Box. Send only One Dollar, and a neat Tie Pin will be included.

**WESTERN MDSE. & IMPORTING CO.** Forest Park, Ill.



## WANTED—Railway Mail Clerks

COMMENCE \$75 MONTH INCREASE TO \$150 MONTH

Common education sufficient.

Sure pay. Life job. Pull un-necessary.

Franklin Institute Dept. 3122 Rochester, N. Y.

Send me without charge, sample Railway Mail Clerk Examination questions; list of other government jobs now easily obtainable and free book describing them.

Name.....

Address.....



# A CAUSE AND ITS EFFECT

*An observation of interest to owners  
and prospective owners of motor cars*

TO start with a clearly defined purpose and to pursue that purpose with an unwavering determination and an intelligence, born of experience, is to insure ultimate success.

The paths of business are strewn with the remains of those who have failed to recognize the importance of this fundamental.

The history of business is replete with obituaries of those who started to go, knowing neither where nor how.

The Maxwell Motor Company was founded to build a certain type of motor car; to build it just as well as experience, money and human ingenuity would permit, and then to produce it in large volume so that a low price could be possible.

The Maxwell Motor Company has worked ceaselessly to this end. Every part of our plan has been rigidly enforced. No available resource that could aid in the achievement of our purpose was overlooked.

The dominant, underlying note in the policy of our company has been, and always will be, to build a motor car of honest materials and by honest methods. We know that merit and value make the only permanent foundation for our structure of success.

Merit and value imply comfort, an attractive design, an efficient motor, a sturdy chassis, the use of the best materials, complete equipment of tried accessories and economy in first cost and aftercost.

Each one of these qualities are part of the Maxwell Car. We do not put forth any one of them as a compelling

reason why the Maxwell should be the car of your choice.

We are selling motor cars—complete motor cars—and consequently do not base our appeal on motor speed or power, wheelbase, bulk, weight or lack of weight, appearance or any other single feature.

For example, the Maxwell engine, per pound of weight to be moved, is the most powerful automobile engine in the world. But we do not sell you a car on that account alone. We sell you because the Maxwell has every desirable feature—among which power is but one.

We hold that our manufacturing and selling policy is right. In proof thereof, we point to our record of accomplishment, which is nothing short of phenomenal.

Since the founding of our company, three years ago, we have doubled our output annually; we have improved our car constantly and three times we have reduced our price.

Having behind us the tremendous value of public good will, an organization of dealers and distributors that is second to none and an improved product that is making good in a big way, we will build (entirely in our own factories) and sell this year, 125,000 automobiles.

We are proud of our record. It is something rightly to be proud of. Things do not simply happen. There is always a reason for such an unusual success. Feeling certain that our plans and policies are correct, we will continue to follow them as faithfully as in the past.

*Nathan E. Handus*

President

Roadster, \$580; Touring Car, \$595; Cabriolet, \$865; Town Car, \$915; Sedan, \$985.

All prices f. o. b. Detroit. All cars completely equipped, including electric starter and lights.

Canadian prices: Roadster, \$830; Touring Car, \$850, f. o. b. Windsor, Ontario.

*Maxwell*  
Motor Company Inc. • Detroit, Mich.





## Will there be a Victrola in your home this Christmas?

*The only instrument that brings you the world's greatest artists*

A splendid surprise for your family—to have Caruso, Destinn, Farrar, Gluck, Hempel, Homer, McCormack, Melba, Ruffo, Schumann-Heink, Scotti, Tetrassini and other famous artists sing for them; to have Elman, Kreisler, Paderewski, Powell, Zimbalist and other noted instrumentalists play for them; to hear Sousa's Band, Pryor's Band, Conway's Band, Vessella's Band, Victor Herbert's Orchestra; to enjoy Harry Lauder, Nora Bayes, DeWolf Hopper, Raymond Hitchcock and other celebrated comedians and entertainers.

Nothing else will bring so much pleasure to your family and friends all the year round.

There are Victors and Victrolas in great variety of styles from \$10 to \$400, and there are Victor dealers in every city in the world who will gladly demonstrate them and play any music you wish to hear.

**Important warning.** Victor Records can be safely and satisfactorily played only with *Victor Needles or Tungs-tone Stylus* on Victors or Victrolas. Victor Records cannot be safely played on machines with jeweled or other reproducing points.

To insure Victor quality, always look for the famous trademark, "His Master's Voice." It is on every Victrola and every Victor Record. It is the identifying label on all genuine Victrolas and Victor Records.



# Victrola